

APPENDICES

Notes from Focus Groups

Focus Group 1 – 11/8/07

Focus Group 2 – 11/13/07

Focus Group 3 – 1/29/08

Moderator Outline/Self-Administered Questionnaires and Exhibits
(Groups 1 and 2)

Moderator Outline/Self-Administered Questionnaires and Exhibits (Group 3)

Screening Questionnaire (Groups 1 and 2)

Screening Questionnaire (Group 3)

Focus Group Rosters

MTC TRANSIT ORIENTED DEVELOPMENTS

Group #1 – Notes

November 8, 2007 * 6:00 PM – 8:00 PM

Moderator and Respondent Introductions

Housing in the Bay Area

General Discussion

- Expensive
- High quality
- Small
- Inconvenient layouts
- Hard to find what you want
- Few options
- A lot more options for high-end market but not much for teachers/firefighters, etc.

(Show of Hands) Are housing options in the Bay Area getting better, staying about the same or getting worse than it was a couple of years ago?

- Better = 0
- Worse = 6
- Same = 4

Positives (words and phrases)

- Views
- Charm of old buildings
- It's the location – bay area

Negatives (words and phrases)

- Price
- Outside of SF are cookie cutter
- Transportation
- Freeway problems
- Muni problems
- Arbitration (problems with landlord)
- Neighbors

Decision to Move

Moderator explains that everyone in this group has moved recently or is planning to move.

What are key reasons for choosing to move (or planning to move)?

- Lifestyle – tired of taking care of the garden and my son has grown
- Opposite lifestyle – small children, want open space
- Renting vs. owning – rents are too high, so it's better to own
- For the amount we'd have to pay a mortgage, we'd rent at half the price
- We were looking to buy, but decided to rent anyway – ½ the rent for the same place
- More of a career thing – and managing the apartments we lived in
- Moving to a bigger place, not an apartment complex (single family home)
- Live closer to jobs
- Place is large, but drafty
- Management of rental changed, not as friendly
- Competitiveness factor – having a family in SF, felt like a certain type of personality, very Type A, cutting edge of everything – very exhausting, not down to earth
- Desire for more innocence for kids, not as urban
- Desire for more interpersonal connection with neighbors, less urban environment, less coldness

How was the decision to move made – what was the process you went through?

- Boyfriend and I sat down and said, this place is too small
- There's a tolerance level where you can put up with so much, and then one incident where you realize the housing situation isn't working
- Decisive factor was when owner sent in gardeners to tear out back yard entirely
- My girlfriend told me we were moving
- We just moved in, and they raised the rent; had to weigh the pros and cons

How long between decision and actual move?

- 4 months
- 8 months
- 6 months
- 6 months
- 1 year
- 2-3 months

Looking to move

6 months

6-8 months

Search Experience / Sources

How did you go about searching for an apartment or house?

Renters: Specific process for finding an apartment?

- Craigslist
- Walking around
- Apartment guides (free in the racks)
- Every weekend ruined for 6 months – going to open houses
- Had a resumes, letters, credit reports, etc. – moving with a dog and 2 cats, so letter including things about the pets and what good pets they were
- Found a place through friends/relatives

Owners: Specific process for finding a home?

- Sold condo and knew we had a specific amount of time
- Went around looking at places for sale
- Had to choose where to live – between Peninsula and East Bay, came down to what we could get for money and public transportation
- No bay-area wide party responsible for getting us all around – after we moved in east bay, husband had to take a new job on the peninsula
- Good realtor helped us, looked at places with her (busted through the romance and helped us see what would really work)

Key Factors in Choosing Where to Move (unaided)

Self-Administered Questionnaire #1 (Key Factors)

After completion – moderator asks respondents to circle most important factor.

General Discussion – key factors and (briefly) why?

- Different amenities – go to restaurants, shops, dry cleaners
- Don't want to have to drive around everywhere or always be on the bus
- Looking for something in price range
- Location (at the time was working) –
- Wanted bus transportation and/or walking
- Rent – had to be within what I could afford
- Owner/management less stressful – have had good and bad
- Allow pets – I couldn't move without them
- Price – affordability; want to be able to continue to save
- Location – north of Army and south of Geary, not too far out; want to be right in the heart of SF
- Close to friends, can take a cab ride just about anywhere, not as foggy, and safe (e.g. I won't live in the Mission)
- Safe – I want to be able to walk my dog and not be scared; we lived in the panhandle before and it was OK
- Price = what I can afford, and also since paid off mortgage, can pull some of that out
- Location, want to stay close to family, friends, work
- Close to public transportation – a lot of times we'll take Caltrain or BART and go into the city; it's a hassle to drive (when going out with friends)

- Cost – not from area when moved, just gotten married, concerned with budget, etc.
- Location – husband works in Palo Alto, I work in SF, wanted a reasonable commute
- Space – not used to compact living like the Bay Area has
- Looking more for 1,000 square foot, indoor space, closet space
- Planning move – location
- Didn't want to have to commute very long, take BART, walk
- Be in safe neighborhoods where I wasn't going to be walking home alone at night and feeling unsafe
- Cost – now that we know budget better
- Owners and management companies – chose more corporate buildings with professional management; felt like it was harder to find out management style with individual owners, and individual owners wanted a higher deposit, more information, weren't as available to fix problems, etc.
- Wanted to be able to walk to work if I stayed late and not be uncomfortable
- Didn't want to feel uncomfortable going out during the day
- Convenience – want to be able to get everywhere, by bus or cab ride, etc.
- Price – stay within budget
- Neighborhood/atmosphere – don't want to deal with shady people, want cafes, restaurants, but not necessarily a ton of people around, either
- Don't want to be worried about beggars, getting mugged, etc.
- Location – first choice was Mission, close to friends, shop at Rainbow Grocery
- Find a home that hadn't been Ellis Act-ed or where we had to evict renters
- Structural stability/foundation
- Price
- Two bedrooms that didn't share a wall, bathroom had to have a bathtub
- Price range
- Acceptance of pet (cat)
- Location – a few blocks from BART
- Wanted to stay in Berkeley area/north Oakland – near friends, restaurants, shops
- Single family home – big kitchen, great storage space, etc., wouldn't find in apartments
- Location – have kids so wanted a place where they could play safely, not a lot of traffic
- Safety – e.g. keep kids away from crime
- Weather – less fog, more sun
- Close to friends
- Clear model how family life would work – e.g. live near a school kids can go to
- Not as competitive school situation
- Less complicated school situation
- Schools
- Safety – safe place for kids to walk to school
- Know all the kids who walk to school with my kids, know neighbors, sense of community
- Safety – kids can go trick or treating within 3-4 blocks and I know it's safe
- Kids can run around and play, lack of traffic
- Pollution/weather – looking for less fog, less smog (wiping pollution off the building, off kids' faces)

Impact of all three factors – did most important factor outweigh all others, or is it a combination of all three.

- Location was the biggest factor – live in lower Haight now; want some sun and fresh air

- Pretty even
- Lack of community key (pregnant and in an accident and no one helped her)
- Take out pet issue (which is key), the others are equal
- Rent was the key
- Location, convenience of transportation key – I wasn't going to move anywhere unless I could take public transit
- Mission neighborhood was key, able to ride bikes
- Cost was key – doesn't matter if you can't afford it
- Neighborhood safety was utmost

Other factors considered when choosing house/apartment.

- Parking – someplace where street parking was relatively easy
- Driveway was good – it's not secure, but not having to pay/hunt for a space was great
- Size and lighting important
- Don't want to drive too far to get to Safeway, regular errands, stores
- Double pane windows, appliances – does it have dishwasher, garbage disposal
- New and boring (suburbs) vs. old, stinky, but fun (SF) – if you're going to give up the fun of SF you should get some of the comforts out of material things in other places (amenities) – amount of space as well
- Didn't want to live in an apartment complex – didn't want to feel like I was still in college
- Didn't want to live in corporate studios, didn't want to have to walk down a hall to get into my home, just wanted to walk up to my home
- Were hoping for a small back yard

Recall of Key Factors

If you were currently planning to move, would the three factors you listed be different today? Would the other factors you mentioned be different? Would the importance of some of these change (that is, would they rank differently today)

Recent Movers

(Considering the time that has gone by since you moved) How clearly were you able to recall the most important factors when you chose to move? How about other factors considered?

- They all run together – it's hard to list 1, 2, 3, but yes, can recall
- Mixes in with your feelings and it all comes down to one decision
- Yes, can remember
- Yes
- Hardest thing to remember were the things that were obvious then – e.g. wouldn't have looked at a place at 48th and Judah because it was too far away
- It's the things that made you the happiest, and those were the criteria that were met
- It's definitive, yes

Planning to Move

Have the factors that you listed changed since you began your search (or have they remained the same)? Do you think they may change as you continue your search?

- I realize that I'm not going to get all 3 of these things – if I get 2, or 1 big one, that's good; location, rent, landlord; so I'm going to have to prioritize; it's a question of which priority

- Certain amount of having get real about priorities and try for top priority, live with the other 2
- No, factors remained same
- Stays the same

Specific Characteristics to Consider (Unaided)

When deciding where to move, what is specifically important to you and members of your household regarding

Neighborhood (Probe on: safety, appearance, amenities and access, and social characteristics)

- Didn't look at neighborhoods; was looking for nature, looking for a specific house; may not be able to choose a neighborhood – perhaps a city
- Mix of people – didn't want a neighborhood that was too homogenous, not just a lot of yuppies, mix of real people
- Looking for a diversity of backgrounds, perspectives
- Sunny
- A feeling of comfort, it fits, a neighborhood you'd feel comfortable walking around
- Neighborhood cafes, restaurants where you feel you belong
- A neighborhood that isn't overly planned – too sterile, not interesting
- Architecture of the neighborhood
- Lack of racism towards me – e.g. when we walked around Orinda, people looked at me funny; but Lafayette was open to diverse people, and I felt comfortable there
- Multi-racial and multi-age neighborhood
- Shops, murals, culture
- Seeing people outside – running, walking; I feel very strange if I'm the only person running or walking on the sidewalk, pushing strollers, walking dogs, etc.

Neighborhood safety?

- People will watch out for your place
- More of a police presence
- Neighborhood groups more active
- Not getting house/truck broken into
- Not being mugged
- Not worrying about your tools, etc. walking away or being stolen
- Nice neighborhood
- We've had break-ins in the area, but we know it's someone's teenager, an inside job
- Break-ins might still happen in a safe neighborhood

Neighborhood appearance?

- Live across street from UC Berkeley extension – big wall for a full block and nothing but graffiti – that's offensive; looking for something that doesn't have it
- Somewhere where people are keeping up their homes, invested in the community
- Ex: In some areas of Berkeley it's rundown, industrial near water; kids partying near campus, etc.; areas in the middle are long-term working class and professional people – it's not abandoned, not blighted, well maintained; people tend to do a lot of gardening, keep their yards looking nice
- I'm looking for a neighborhood that doesn't have dog poo, condoms, and needles on the sidewalk!!!!

- No drug dealers
- As long as the drug dealers are older, they have nothing to prove and they don't bother me, and if they just sell weed

Characteristics of House/Apartment

- Own washer and dryer, not have to share one
- Decently sized rooms
- Lots of storage space
- Rooms where you can put the bed and a dresser, etc. 14x14
- Sunlight
- Fresh air
- Weather can be a downer when it's dark and grey – but if you have sunlight and windows, really makes a difference
- Well laid out – old apt had to walk into the bedroom and bathroom to get to living room; some Victorians are just straight back, like living in a hallway
- When I look at a place I think of the layout
- Sometimes you walk in and see it's a problem and go, "Oh, forget it"; you can't tell that from an ad
- Everything in good working order
- Bathtub – has to be one
- Characteristics can be a little worn if the price is right

Financial Considerations

- What you can afford
- Monthly payment
- No HOAs – fees can be ridiculous
- Not wanting to give up everything else just to be able to have the apartment
- Will it hold its value? The further out you move the bigger the place you can get, but those markets tend to soften too
- Do the appliances come with it or do I have to buy them?
- Will current furniture work with it?

Access/Location (Distance to work, friends, other places. Commute factors)

- Convenient for everything – work, social scene, everything an easy bus or cab
- I wouldn't live out in the avenues; we do a lot of entertainment things, I walk a lot, go out a lot; for me to live on 48th & Judah is out of the question; you'd be on Muni all the time
- Wanted to stay in Berkeley area because we're used to certain stores, I've been with Berkeley YMCA for 5 years and didn't want to have to transfer to a new gym; liked neighborhood and wanted to stay in that area
- Close to BART – don't have to have another car
- Close to BART
- Near bus line – don't want to drive to get to anywhere I want to go
- Want to take public transit or walk; if we change jobs, want to always be able to do that
- Be able to choose transit options, have transit options to choose from
- Easy freeway access – have a vanpool commute
- Close to open space – system of trails, park

Lifestyle Choices, Personal Views, Environmental Choices (Social Characteristics)

Not too elitist

Was hard to build relationships with neighbors – e.g. on peninsula, everyone had a young child and we didn't, so hard to make friends, hard to fit in
Looking for people at a variety of life stages – so you don't feel there's only one option in the community

Environmental considerations a factor?

- Lack of pollution
- Busy street – literally wiping smog off kids' faces, they were always getting sick
- In the suburbs, probably causing more pollution, but we're not breathing it; but in the city we'd cause less but be breathing other people's pollution
- Didn't think of environment when we moved, but now that we moved, I think about it all the time
- The street I live on has 3 bus lines; one bus is diesel (comes in the house); house is over 100 years old, with mold, etc.; a concern
- Weather
- Parks, open space, woodsy area nearby
- Don't want to live on landfill again
- Social environment, too – people who live around you
- Kids who have asthma a lot, who lived near PG&E facility before it shut down; and Lawrence labs, toxic waste, etc.

Neighbors/Activities with neighbors

- Diversity of people – young to old
- Nice mix of people
- Able to have a pot luck with neighbors
- Get along even if you don't really like neighbors
- Lots of people out and about, active
- Like sitting on the front steps and watching people walk by

Reaction to Listed Factors

Self-Administered Questionnaire #2 (Importance of Listed Factors)

Safety of the neighborhood

- Very important
- I have a daughter
- I want daughter to feel safe when she walks to school and plays outside
- It's a good feeling; occasionally, my son used to leave the door unlocked, but I'd come home and everything would still be there
- I'm a little older and can't run as fast
- It's something everybody wants, sold to homogenized neighborhoods; in my neighborhood there's drug dealings and shootings close by, but I'm not involved in those disputes, so it's safe for me, but what about the folks who it's not safe for? Should be safe for everybody
- More of an issue for my girlfriend than myself, but having a lot of tools around, it's important
- In SF, it's a unit by unit thing, not just your neighborhood
- Peace of mind that comes with it, being able to walk around by yourself, and when you aren't at your house, it's safe; you can go on vacation and your things are safe

Appearance of the neighborhood

- (2-3 nods)
- It's important because it reflects safety of the neighborhood
- If homes/apts were shoddy and there's trash in the yard, broken down things on lawn, that person doesn't really care, wouldn't make me feel comfortable; I like to look out and enjoy what I see
- Don't want a neighborhood to be too perfect looking
- Different kinds of people keep their homes in different ways
- Lack of trash/garbage
- Ideally, I would care about it; but beggars can't be choosers and you have to take what you can get; it's not that important – you can only get a couple of things you want; that's one of the things I'd say I don't care, as long as my house is nice and safe and I can get a parking spot
- Murals around the mission are great; but walking in any neighborhood in SF, even the ones with a bad reputation, still have so many beautiful old homes
- Mom and pop kind of shops are preferable to chains

Character of the neighborhood

- Not important
- SF is full of neighborhood with character; you can choose a neighborhood with real character
- People who live in the neighborhood and make up the neighborhood
- As rural as possible for where we are – chickens, dogs, cows
- Architectural character

Variety of housing and apartment buildings in neighborhood

- Never gave it much thought – if I like the neighborhood, I don't care
- Thought that too – but I wouldn't want to live with tall buildings all around me, want to live where there's houses and I can see sky, etc.
- Wouldn't want one specific kind of building around me
- Not important
- Not important, but wouldn't want cookie cutter

Stores and restaurants within walking distance

- YES (5-6)
- Doesn't have to be walking distance, but within a few minutes' drive
- Want them to be close
- Yes!
- Top on my list – I just want everything right there, I don't want to think about it, I just want to be there
- I like the convenience of it, as well as the diversity of it, even if you're not going to the stores/restaurants, just seeing everybody out and about

Activities (e.g. Farmers market, fairs) in neighborhood

- Yes (2-3)
- Number 3 of 3
- Not that important
- It's great to have
- It's important and economical – e.g. Civic Center Farmers' Market
- Other activities?
- Parks
- Dog park

- Anything with grass

Ease of walking or biking around neighborhood

- Yes (5)
- Yes, nice to just take a walk or bike ride at night
- Enjoyable
- Run into people, get to know them, may stop and chat with them
- Like to do it for health

Easy access to BART or other rail transit

- Yes (3-4)
- Wife uses BART for work
- You want the option – if I go to a Giants game, I can jump on the train or drive in
- We can come here and drink and not have to drive
- Don't have to worry about finding parking

Easy access to bus or other similar public transit

- 1-2 Yes
- Make sure you don't have to take a car
- Just some places you don't want to take a car, bus is much easier
- CarShare program – we use a lot, eliminates having to have another car for us
- Public transit – muni, bus, cable car, rail, ferries

Having neighbors who are like me

- For this group, it should be 'having neighbors who are NOT like me'
- I want diversity
- On a personality level, I hope my neighbors are fairly mellow, but that's it
- Working professionals – they don't have to look like me or be my same age, but have a similar schedule

Living near friends

- I like to entertain, go to their homes, so yes, important
- Yes
- A cheap cab ride = near
- Within a few miles is near
- Near means within an hour's drive
- Time wise – half hour or less
- In San Francisco, half hour or less

Living near family

- Yes
- No
- Yes
- They're so far away it doesn't matter
- I love my family, want them close
- I get along and stay in the area because of them

Larger living space

- Actual square footage

- Number of rooms
- Is there an extra bedroom/guest room
- Are rooms larger

Having a backyard

- Yes (some)
- No (some)
- Important to be able to sit in the sun and for animals to be outdoors
- For my kids, but also for myself
- For my kids, so they have a place to play
- Being able to garden

Enough space to entertain

- Yes (7)
- I like having people over, want my son to feel that when he brings his friends over there's enough space
- When you have 50 billion relatives, you almost have an obligation to entertain – in SF where we lived before, they would complain about our small space
- Have friends over, cook dinner
- Go to restaurants

Having my own parking space or garage

- Yes (5-6)
- Nothing, because it's just a pipe dream
- I have a neighborhood sticker decal, which is OK; but a garage would be really nice
- We're lucky enough to find street parking – as long as I can find it, it's fine

Home cost (owners) or apartment rent (renters)

- Yes (9 nods)

Having a short commute

- 5-6 nods
- Doesn't like Muni much
- Again, beggars can't be choosers – for the priorities we picked, commute isn't short
- 20 minutes is short commute
- Less than a half hour is short commute

Having a predictable commute time

- Yes
- It's hard to plan if you don't have that
- On the bay bridge 1-1.5 hours on Friday – you can't make plans, you won't make that dinner reservation

Avoiding traffic congestion

- Yes (3-4)
- Don't like traffic
- I don't know if it's feasible
- It's up there

- That doesn't even factor in – it's too – there's no way
- If traffic was that big of an issue, I wouldn't live in the Bay Area at all – it's part of the deal

Friends or family's opinion of my home/apartment

- Not important
- 1 person – important
- Close-knit, tight communities have a sort of, everybody compares their kids, their homes, etc.
- Somewhat important – not necessarily a status symbol, but I want them to be comfortable and to feel safe and know it won't take an hour to find parking; is it a place I enjoy going, so to speak
- Status?
- Opinion?
- About half and half in group

Friends or family's opinion of my neighborhood

- Not important
- Ranked it a 0
- For me, everybody else has helped me make decisions – this is one I get to do on my own, so I don't really care what people think
- Those 2 questions – if anybody questioned my apartment, that's kind of saying something about me; this is me, this is how I live; why are they questioning me? Isn't it good enough? I'd be offended

Quality of schools

- Don't have kids (3-4)
- It's important, but in SF it doesn't matter where you live
- Don't plan to have kids, but still important to me

Transit Oriented Developments (TODs)

Exhibit A

Initial reaction

- Planned community
- Homogenous
- Boring
- Fairy tale
- Doesn't exist
- Cookie cutter

In just a few words, how would you describe this type of community?

- Planned development
- Development geared towards getting rid of your car
- Planned urban development
- Something that talks about lifestyle – change in lifestyle

Does “high density area” or “compact community” accurately describe TODs?

- Pretty hardcore urban
- More downtownish

- Crowds, lots of people
- Negative
- This terrifies me because of how many places it covers – as if Clear Channel is building homes
- Compact community?
- You're trying to spin the fact that it's dense by saying 'compact'
- It describes it
- Isn't SF already high-density since there's so many people?
- To me it says small and high density
- That's a negative – it's hard enough here without living compact, homogenous
- Mixed use
- Mixed use has better connotation
- Mixed use building – shops on ground floor and living space above, around the square, lofts
- Could be futuristic

Environmental aspects of TODs.

Is the environmental aspect itself an attractive reason to consider moving to a TOD? Why? What about it is attractive?

- Maybe
- Sounds very modern, green, makes sense
- For me, green building has specific connotations – transit is built into the whole development
- The buildings themselves are constructed of green materials, etc.
- Energy efficiency, etc.
- I want specifics of what green means –
- I'm not a remodeler, if it says green, I want to know is it solar power? How is it heated? What kind of new, safe things are they doing? Recycling materials?

Where do the environmental benefits rank compared to other factors considered in where to move?

- If it was a choice, it would rank
- People are pretty savvy, I've seen these terms used to market places and it's just built around a BART station and used this to sell them
- Yes, would be important, if it was done in a good and concentrated way
- E.g. dual flush toilets with low water flow was important, composting facility important
- When new, sustainable developments are done, they don't have to look modern - -they can still look traditional (don't want to see ugly, modern look to them)
- Not important
- We would sacrifice location and other top things for someplace that was actually ,TRULY green community
- It's got a lot of these ideas, but it's right off the freeway, one of the biggest distractions – maybe it was built with recycled materials, but by the freeway they're still getting on the freeway
- Would be a draw, but my image of it is (see above)
- It would catch my eye
- This feels like it would be lacking character
- You're just supposed to move into this plan somebody has for you
- There's no history, no tradition
- It would be better if the community was grown organically – as opposed to build a cute restaurant here, and it's going to be cute because we're going to make it pretty, etc.

MTC TRANSIT ORIENTED DEVELOPMENTS

Group #2 – Notes

November 13, 2007 * 6:00 PM – 8:00 PM

Moderator and Respondent Introduction

Housing in the Bay Area

General Discussion

- Expensive
- Not in line with salaries
- Not enough
- You can't always get all you want
- Rental market is tight
- Rents going up
- More foreclosures on sales
- Smaller home for the money compared with outside Bay Area
- Pockets of Bay Area still strong, but pricing has fallen in past 2 years
- Homeowners equity may be in jeopardy

(Show of Hands) Are housing options in the Bay Area getting better, staying about the same or getting worse than it was a couple of years ago?

Better – 5

Worse – 2

Same – 3

Dk - 1

Positives (words and phrases)

- It's a good place to put your money
- Buyers' market
- Supply and demand – by the ocean, by the bay
- Great area
- Great climate
- Sports

Negatives (words and phrases)

- hard for young people to buy without help
- pockets you can live
- value by zip code
- earthquakes
- restrictive
- lottery system (TIC) is nuts

Decision to Move

What are key reasons for choosing to move (or planning to move)?

- Closer to work
- Place to raise kids
- More space
- Want to buy not rent
- Had to move for job
- Rent raised
- Condo being renovated
- Have a garage
- More space for your money

How was the decision to move made – what was the process you went through?

- Moved in 2 weeks; found the place, done, moved
- Talked to family; bought TIC with brother, sister-in-law
- Going through process of looking – have newborn; stressful
- Have to find a bigger space – family has grown, still have to rent
- Watched market for a few years, once it shifted, went to open houses, checked realtor.com,
- Talk to wife, family, looked for place to raise kids
- Looking for better school district
- Better cohesiveness

How long between decision and actual move?

- A year
- One year
- 6 months
- 30 days
- 8 months
- 2 months

Planning – how long?

Months

Watching the market and trying to make sure remodeling investment will be recouped (2-3 year plan)

6 months

Search Experience / Sources

How did you go about searching for an apartment or house?

- Craigslist
- Driving around
- Newspaper
- Realtor.com
- Mls listings
- Agent
- Friends

Renters?

- Had to avoid some places that were gross (mold on the ceiling)
- Looked on Internet, visited a few days, settled on one option

Owners?

- Something we could afford
- Company offers lifecares.com – will research cities for you (e.g. crime, Megan's law) – particularly number of children, age of people living there vs. square footage, etc.
- Spoke with a realtor and then identified a location interested in, asked for referral specialized in that area
- More about the school – San Mateo, able to raise kids, our age bracket, etc., good schools

Advertising?

- Yes (1)
- Ads (all over the Internet)
- Press on virtual tour
- Any place we considered had to have pictures online = wouldn't consider otherwise
- Web site my wife found – you enter some information, they regularly get back to you with homes that come up that fit that criteria -

Key Factors in Choosing Where to Move (unaided)

Self-Administered Questionnaire #1 (Key Factors)

General Discussion – key factors and (briefly) why?

- Somewhere safe, with a low crime rate, and the price
- I want to be sure when I'm home alone I feel secure
- Crime rate – researched by Internet
- Wanted to make sure it was close to where I worked and she worked
- Proximity to work – about equal for each roommate
- Went into a TIC with brother and wife; just thought it would be nice, we all get along and we get more for money by buying that way
- Next was place for our family to expand – by buying a piece of a house, something we can improve upon
- 3rd was neighborhood, one we already lived in; we'd already lived in 2 separate apartments there, sunniest, we really like it, there are friends there, nice balance of shops, not too busy (not a Fillmore Street) but does have amenities (Potrero Hill); people aren't passing through to get to somewhere else
- Proximity to work; school district; and affordability (prox – within 30 minutes); school – has to have high scores/ratings; have a 6 year old and 15 month old; doesn't have to be a new school, but has to have good scores; wife is a full time mom and I don't want her to have to work, so it has to be affordable
- Quality of life – having access to outdoor activities, hiking, biking, trails, beaches; affordability – looking for something with a detached cottage or something ; 3rd – detached cottage (based on affordability)
- School district; community/neighborhood – walk downtown, watch a movie, go to dinner, have everything close by (within 1 mile or less so you can walk); affordability – being able to afford something decent
- Price / affordability; location; somewhere we can walk to the park, walk to shops, have a neighborhood and everything within walking distance or be able to take the bicycle and not the car; and would like to stay in SF; location – want to have everything nearby
- Location – near GG Park, etc., but chose to move to Mill Valley because it's a desirable place, good public school district; the lower his pants went, so went his grades; sunny, have a view; in SF, we were on 23rd bet. Lincoln; so our location is close to SF; got a good price, etc.

- I want schools – that’s basically it; we paid a lot for a not as nice house because of the school and percentage of kids going off to college for the district; school programs (e.g. Spanish speaking programs); environment of whole community – focus on things for kids to do evenings and weekends, parents are always on campus, volunteering
- Location; moved here last summer; not like Chicago; parking – have a large vehicle (street parking); and not a studio – bothers me that the bedroom is in the middle of everything else
- Appearance of condition, size of home/lot, and location; Appearance – based on what we could afford, didn’t want a house with a lot of ‘surprises’ or maintenance; private school; wanted an area that wasn’t too suburban (live in Oakland hills) – safe, quiet, scenic, ethnically diverse; close to transit – 10-15 minute drive to BART;
- Close to work so I don’t have to drive a lot; got a place with everything else I wanted, but lived in a place 5 miles further; also needs to be safe because I work at all hours, ok to go outside at any time; won’t get broken into

Price/affordability – at top end or cushion?

- No cushion
- None (3)
- Some (3)
- Top (3)
- Over
- The bank says we have cushion but we’re at the top

Impact of all three factors – did most important factor outweigh all others, or is it a combination of all three?

- Combo
- One factor – good high school
- A garage – one factor
- Schools – one factor
- Safety – one factor
- Safety – one factor
- Closer to work, but because I’m closer I’ll get 1.5 back every day and I spend it with family, so it outweighs everything
- Affordability outweighs everything
- Affordability
- Location – you couldn’t pay me to live anywhere else
- Location was key – for work – but a combo

Other factors considered when choosing house/apartment.

- Lot size (not home size, lot size)
- Close to the freeway – allows us to go a lot of places, easy for people to visit
- Is this a neighborhood we’ll like in 5 years, 10 years, from now? Want a neighborhood that would improve over time
- A good mix of people represented in the neighborhood, not all one economic strata
- Wide range of shops, ethnicities, people doing different things, different professions, families and individuals/couples, etc.
- Same amount of different cultures in one spot
- Commute – I work in Hayward and in SF was 45 minutes, so reduction of commute when we moved to San Mateo
- Natural light

- Felt like I could live there, like I felt it was home, you walk in, and you feel it's home; that's everything
- Light made it feel like home; feels like my furniture would fit here
- Size of the rooms, hardwood floors, high ceiling, fireplace

Recall of Key Factors

If you were currently planning to move, would the three factors you listed be different today? Would the other factors you mentioned be different? Would the importance of some of these change (that is, would they rank differently today)

Recent Movers:

How clearly were you able to recall the most important factors when you chose to move? How about other factors considered?

- Able to recall (5 heads nodding)
- Anyone not sure? 1 person
- I think it was all the hormones talking – there were a lot of things where we moved really fast; I can pinpoint the reasons, but we really moved quickly

Planning to Move:

Have the factors that you listed changed since you began your search (or have they remained the same)? Do you think they may change as you continue your search?

- Yes, changed; I was going to move somewhere else; had conversations with friends, family on whether that [particular place] was a really good idea
- No
- No, not yet, might change – still early

Specific Characteristics to Consider (Unaided)

When deciding where to move, what is specifically important to you and members of your household

Neighborhood (Probe on: safety, appearance, amenities and access, and social characteristics)

- Clean
- Can tell neighbors maintain their homes and yards
- Well-kept, manicured – lumped together with clean
- Clean – lawns mowed, houses painted, no broken down cars in the driveway
- Things that indicate it would be a good investment
- Kind of away from it all – hills everywhere, deer in backyard, feeling like we're away even though we're quite close
- Ethnic diversity
- Quiet – all I hear are the () at night and in morning, neighbors are friendly but keep to themselves, not a lot of people hanging out, not a lot of traffic, not a main thoroughfare; people are there because they're going somewhere in the neighborhood
- Get along well with neighbors, have barbecues, etc. on the street, block party
- I look for that, but hard to know – if you see people walking dogs, kids skateboarding – it was safe because kids were out by themselves, and people visit with each other, going house to house
- Being able to walk at night and not be fearful
- Feel safe in Mill Valley but often wonder if you are – do you know your neighbors, who visits them – neighbors are friendly

- Police protection, police driving around
- Tree lined streets
- Streets on the small side, so people aren't going 45-60 mph, well planned community to set itself up to not have too many cars/too fast cars
- Lack of traffic
- A lot of open space - not a lot of tight, windy hills, space between homes
- Access – a block or 2 away from a main street, easy to get to but not on it
- Can walk down Chestnut at night and know I'm not the only person walking
- Access to public transit (2)
- Access to freeway (2)
- Proximity to Caltrain, bart
- Look for diversity, but there isn't any (in Marin)
- Stores, restaurants
- Son's education was more important
- Place that has people my age – want that
- Enjoy all ages – young to old (3)
- More older people than I thought, but like mix
- Strong parent organization (Potrero)
- Pretty mixed

Characteristics of House/Apartment

- Spacious
- Room for toys, bedroom for each child
- Storage space – holiday decorations, etc.
- Back yard
- Bonus room
- Media center
- Hardwood floors
- Windows
- 2-story (for privacy, bedrooms upstairs)
- High ceiling, fireplace, greenery, laundry on same level
- Curb appeal was huge – has to look 'right' – clean, well kept, not odd or weird
- Potential to be those things (we're very handy) – the ability to improve on it; pre-1900 house, hardwood floors, high ceilings, but rooms are small, not a lot of space, we built storage space and took advantage of high ceilings, made things as efficient as we can; no toy room, and kids share a room; wanted to live in SF, so tradeoff, to live in SF in this neighborhood; 5 of 6 adults have 10 minute commute; it's sunny all the time
- Easy access to downtown; would like deer, woods, etc. – but when I look north at SF, it's an amazing view and view of Bay out the back
- Light – really important – more windows the better; much prefer 2-story vs single just the feeling of movement, more opportunity for light; cathedral ceilings, a deck – actually more important than square footage

Financial Considerations

- Rent
- Cost of house
- Cost of the commute
- Proximity to the GG Bridge; public transit to Marin is so bad
- Property taxes, garbage, water, all those costs

- I had no idea what the hell I was getting into – I didn't realize it cost so much
- Insurance – something that popped up
- Property taxes – will be going up when I buy another house
- Cost of storage – didn't think of it til moved in

Access/Location (Distance to work, friends, other places. Commute factors)

- Transportation
- Driving
- Parking
- Almost always have to drive in Marin and it's discouraging
- BART – could take advantage of commute, on laptop; if had to be in a car, that would not be OK, couldn't make use of time
- Access to family/friends was important, but gave up for kids to be in better schools
- Access to public transit, be central in the city
- Access to work more important, and to family more than friends; within an hour to see friends and family
- No (7-9); 20-30 minutes
- Access to DT San Jose was important
- Access to airport – get to SFO in ½ hour
- Close to restaurants, bars, etc.

Lifestyle Choices, Personal Views, Environmental Choices

- Over 55 you can transfer your taxes
- With federal tax, you get \$250k tax-free (when sell home)
- We were set to move to take advantage (2)
- It was the kids – place for them to go to good school, not worry about going out for beers at North Beach with friends
- Not too different
- Bay Area – happy anywhere in Bay Area, really (1)
- Roommate cost more than renting by myself (stole/damaged)

Environmental important?

- Yes – getting around without cars
- Why we live in SF, so we don't have to drive that many places
- Recycling
- Public transit
- Would be interested in buying a greener house
- Energy prices, long-term, it's a good idea to have a house that conserves
- When I walk around the streets, the environment of people willing to help
- Environment of people around me
- Fire hazard a consideration

Schools

- For where we've chosen to live, we considered schools
- Have to be willing to make changes – schools that are great when you move there aren't always good in 10 years
- Neighborhood elementary is 2 blocks away – but the school is a dump; they were going to close the school; parent group has been trying to turn school around, put preschool on campus, and we're working to be a model for the school to turn around this school and the district, it needs parental involvement; now I think of moving, but my life is so wrapped up in this issue

Reaction to Listed Factors

Self-Administered Questionnaire #2 (Importance of Listed Factors)

Safety of the neighborhood

- Very important (all)
- Want to be safe, comfortable, and not threatened when I go outside
- Don't want to be always on edge
- Don't want to be in a place where your neighbor got robbed, etc.
- Want children to be safe
- Want guests, friends to feel safe
- Was important to family – they wanted her to be safe in Bay Area
- She [mother, who helped with move] drove around at night looking at who was out, what they were doing
- Kind of people out at night
- Security gate in apartment – not everyone can get in, be sure hadn't heard of anyone getting car broken into, etc.
- Renters' insurance not too expensive
- The more people are out, the better – grew up in the suburbs, and crazy things happen when not a lot of people around
- See a cop regularly ,but when we do, they aren't having to rush around to be places, usually waving, patrolling, not always responding to emergencies
- Like to see people in the neighborhood, not transient people just walking through – don't like that
- Streets well lit at night

Agree that people in neighborhood should be in neighborhood/visiting

- (Yes – general group agreement)
- Don't want neighborhood used as shortcut
- Not typical that someone would drive through with bass playing loudly in car
- See same cars, know neighbors, etc.

Cleanliness of the neighborhood

- Yes, important
- Not a lot of litter around
- Garbage cans don't overflow too often – can call 311 if it does
- No graffiti
- Not the same as manicured lawns (suburbs) as in the city
- No plastic bags floating around
- No smell
- No trash/recycling piled up
- No shopping carts
- Mowed lawns
- No bums

Cleanliness related to safety?

- Yes (general agreement)

- When area is clean, someone cares, they patrol it, they watch it – so people aren't doing things they shouldn't because someone is watching (agreement)
- If no one cares, you'll see tires hanging off
- If they can get away with littering, they can get away with other things too

Character of the neighborhood

- Some agreement important

What is character?

- Age of the neighborhood
- Types of artistic influence
- Farmers market
- Good, historical buildings
- Don't want just a shopping mall, suburban mall (opposite of character)
- When I walk to my car, people say hi, neighbors out, kids playing together
- Sidewalks
- Front porches, inviting, with benches
- Tastefully maintained houses, no crazy colors or political slogans all over windows
- Cleanliness, well kept, not necessarily themed, not looking for same, but clean and well kept but can also be unique, would be good
- Diversity – in Alameda have specific ethnicities there, everyone pretty much meshes together, it's not we're this, we're that; it's not split and that shows character, everyone works well together
- Houses shouldn't all be the same – variety; houses have same general theme

Mix of housing and apartment buildings in neighborhood

- No, not important
- Wouldn't matter, not that important
- Apartments take parking for houses
- Not sure I took it into consideration
- As soon as you leave the city, it's all houses, more or less; in SF, it's a mix
- Doesn't really pull together as a neighborhood when you have a mix
- Not sure how to respond to question
- Think it's important (1)

Stores and restaurants within walking distance

- (heads nodding – 9-10)
- Grocery shopping
- Quality of life thing – get some exercise, run an errand, being able to walk
- (agreement – 2-3)
- Walking somewhere is always better than driving
- Walking distance – 3-4 blocks
- I do not want to live walking distance to stores, restaurants – then you have people coming in and out in your area (1 person)
- It's ideal, but I'm giving it up for school, other things, and I'm OK with it (2)
- What kind of stores and restaurants?
- Non-chains (9-10)
- NOT a Starbucks on every corner – like it, but not every corner
- Not Starbucks

- 1 coffee shop, mom and pop places, good pizza place

Stores?

- Trader Joe's
- Stuff you won't find at the mall (important to wife)
- Bookstore
- Affordable—Mill Valley has a great downtown, but nothing's affordable

What is walking distance?

- 1 hour there and back
- 20 minutes
- 30 minutes each way
- 10-15 minutes each way
- 45 minutes each way

Activities and events that allow neighbors to socialize

- 2 yes, important
- Didn't really think about it – now that I have kids, it's important and I'm glad we have it – we have neighbors that have applied for first five grants, music class for kids, kid –related activities
- I wouldn't make a purchase decision based on that, but I'm glad I have it now – I wouldn't seek that out
- (5-7 disagree with above statement)
- We don't have too many socializing events – Alameda has a few things, but it's not important to me

Ease of walking or biking around neighborhood

- Important (7-9 at least)
- Safety thing – can ride your bike and not get hit by car, can walk safely
- It's important, but had to give it up
- It's important because before it was too hilly and now I can do that
- Like having trails

Easy access to BART or other rail transit

- Important (3-5)
- Can catch boat to City, bus to BART
- 10 minutes to BART and 45 minutes into SF I'm working – very important
- Caltrain – important
- Traffic gets worse and worse every year
- Mini-vacation, like to read on the train
- Don't want to spend an hour getting home
- What is easy access?
- 10 minutes
- Being able to walk to it
- Walk in 10 minutes or less

Other rail?

- Caltrain
- Streetcars
- Muni

- San Jose light rail
- Amtrak

Easy access to bus or other similar public transit

- Live out in Marina and 30
- Very important – it's how we get around
- Not important
- Alameda it's important since it doesn't have BART

Similar transit?

- Train
- Ferry
- Taxi
- Carshare
- Underground taxi

Having neighbors who I can relate to

- Very important (2-3)
- Feel safe knowing if anything happens, I can ask for help, that I feel comfortable with neighbors and trust them
- Doesn't mean much to me – confusing to me; I go to work in SF every day and come back home; I have nice neighbors, but I'm not looking for social community either; not looking to visit with them or have coffee
- Before, was youngest person in neighborhood and was blamed for everything bad that happened in neighborhood
- More of a bonus -- probably same age bracket, same things, one neighbor who loves fireworks and another likes cars, so it's a plus

Living near friends or family

- Friends are my family – having them close by
- Important I stay in the Bay Area, since friends and family are here
- Important anywhere in Bay area, friends and family? (9-11 nodding agreement)
- I would never live too far from them – they're in Sacramento

Larger living space

- Important
- What is larger?
- I'd give up a little on the condition if I had an extra room or two
- If it was pristine but 1k square feet less, wouldn't consider it
- Great to have game room

Having my own yard

- Entertainment of family and friends
- Back yard, yes
- Privacy
- Back yard (YES – 9-11)
- Socializing in back yard
- Extension of home
- Not important (1 person)

- Go to playground, etc.
- A front yard can be great too – never had one before, working well

Enough space to entertain

- Important
- Have parties
- Have people come over
- Family, friends over

Having my own parking space or garage

- Very important (7-9 say out loud, in unison)
- Only have one parking space at apartment, park on street
- Have to drive around block for half an hour otherwise
- On-street parking not certain
- More for the car in the garage
- Associate with having SFH

Would anyone give up cars to live closer? Or to have a shorter commute?

- Wouldn't give up car for shorter commute, but have given up other things, e.g. a parking space instead of a garage
- I'd give up *a* car for that (have 3 now)
- Have considered it heavily, as well as to save money
- Caltrain doesn't leave often enough
- We lived in NY and no one had a car, but can't do that here – have to walk up and down hills to get to a bus stop and it doesn't run often enough

Having a short commute

- very important (5-7)
- not good public transit
- traffic is horrible
- fuel cost
- 10-20 minutes is short commute (consensus)

Having a predictable commute time

- VERY (11)
- Predictable schedule
- Not late to work
- Can leave about the same time

Avoiding traffic congestion

- Very important (7-9)
- Less stressful if you can avoid it
- Unpredictable if you have to deal with it

Being able to use a car on the weekends and evenings

- Very (7-9)
- Rarely use public transit on weekends; drive to go places
- Have to take the kids anywhere, priceless
- Have to take them to school every day, too

- What if we had Citicars, then, not as important
- Wouldn't have to have 3 cars if we had Citicar/Carshare

Friends or family's opinion of my home/apartment

- Not too important
- People come over
- Pride of ownership – you don't want them to come over and not like it

Friends or family's opinion of my neighborhood

- Some – same as coming over
- Not to me but to my parents

Weather

- YES (11)
- No fog
- Sunny
- Be able to entertain outside, barbecue

(If time permits) Transit Oriented Developments (TODs)

In just a few words, how would you describe this type of community?

- One of the condos south of market in SF
- Loft style living
- Car-free
- No back yard
- Good for the environment
- Gated community
- Young professionals
- Good entrance level purchase perhaps
- Brand new urban desirable condos
- Green don't need car, can save money, everything right there
- New developments have to incorporate green building – e.g. more solar, energy efficient appliances, etc.
- Crowded
- Meets a certain set of principles for green
- Recycling centers on site

Green building – would that impact?

- Yes
- Would be one of factors
- After top 3 and price, yes
- Not on anyone's list
- It's there, nice to have, but lower on list
- Not on top 3
- I would think about it – but if it happens, great
- To own, yes, to rent, not really
- You look at it and get a sense of place – could I live here?
- Access to outdoor activities important – if it's there
- Not in my top 3
- No, not top

After respondents provide description, ask whether “high density area” or “compact community” accurately describe TODs.

High density?

- Yes
- Sounds like good description
- Sounds like Santana Row in San Jose
- Out of 250 King Street
- Don't like it
- Not family friendly
- Somewhere turn the clock back 10-15 years it's what I would have looked for
- Single, professional area
- Compact – yes
- Everything is right there
- That's for very young and very old people
- No (disagree)
- Mostly older and younger
- Maybe older people (only)
- live in urban communities

“Green building”. What does this term mean. If you understood that a community like this was using green building techniques would that impact your decision to move there. Would you extend your commute time to live there?...by how much time?

- No
- No (everyone else)
- Unless it was something as a short-term plan, e.g. having to work your way back to the Bay area

Environmental aspects of TODs. - Is the environmental aspect itself an attractive reason to consider moving to a TOD? Why? What about it is attractive?

- It's a plus
- Affordability issue would be a major factor as well
- Very important, 5-10 years down the line with fuel prices and everything else
- Not really
- I'd be happy it's there, but it's not for me
- Can be environmental no matter where you live – e.g. recycling, etc. solar paneling
- This is going to an extreme – too extreme to be green
- Not necessarily – a lot of people don't have a car so cars are optional, and that's really green; this description doesn't say ‘we're green’
- I've been getting away from gasoline cars, solar panels, etc. – other ways to be green
- Richmond, Vallejo, Santa Rosa – not seeing it, there's really not public transportation access
- I see it fitting in SF (Potrero Hill) – if I were thinking about living in any of the surrounding communities, I wouldn't see it, other than maybe Jack London Square
- Seen it? Yes
- San Jose – everyone just ‘stays there’
- Haven't been in one but seen something similar –
- Jack London – have seen it there
- Portland – have seen it

MTC TRANSIT ORIENTED DEVELOPMENTS

Group #3 – Notes

January 29, 2008 * 6:30 PM – 8:30 PM

Introductions

Housing in the Bay Area

General Discussion

- Expensive
- Convenient – normally anywhere you live in SF you can get to downtown
- Can be pretty compact depending on where you live
- Smaller square footage than other parts of the state
- Big trend towards architecture
- Small – coming from the Midwest, 1,000 square feet for 3 bedrooms

(Show of Hands) Are housing options in the Bay Area getting better, staying about the same or getting worse than it was a couple of years ago?

- Better – 1
- Same – 4
- Worse – 4

Positives (words and phrases)

- Charming
- Living in California
- A lot of good neighborhoods
- Safe
- Good schools
- Diversity
- Transit
- Transportation is easy
- Close to mountains, ocean, arts
- Variety of housing options – houses, condos

Negatives (words and phrases)

- Traffic
- Expensive
- Noisy
- Small
- Cost of living
- High taxes
- Bad neighborhoods
- No parking garage, garages, etc.
- Parking in general
- Transportation could be better – not as good as NY, Tokyo e.g. east San Jose tough to get to BART or Caltrain
- Old
- Schools overcrowded

Decision to Move - Moderator explains that everyone in this group has moved recently or is planning to move

- Size
- Job change
- Landlord issues
- Safety
- Mold
- Noisy neighbors
- School districts
- Cost
- Employer
- Where the job is/was
- To buy a house

How was the decision to move made – what was the process you went through?

- Apartment hunting – looked at craigslist
- Rent.com
- Craigslist (3-4)
- Open houses
- Looked at craigslist and lost out because I couldn't go there since in San Diego
- Referral from friends
- Wanting to buy, getting a realtor, waiting for right place to come along
- Seeing money all in rent, looking for places I could afford
- Talked to realtors, saw properties, went further and further south from SF
- Looked at what I could afford, research, meeting with apartment managers
- A lot is just maintenance – is it well kept? Is it junky outside?
- Space is the issue for me – don't have to move – so using word of mouth, communication, craigslist, open to room or in-law or anything with more space

How long between decision and actual move?

- Company gave us a budget for rent – gave us printouts, looked at craigslist – just were pushing the company and got a higher provided rent; took several months; decision was made in summer, but moved in December; got OK to start looking in October
- A year
- A year and a half
- 2 weeks
- Several months
- 3 months
- 2 months

(#10 comes in at this point)

Search Experience / Sources

- Craigslist (2-3)
- Spreading word of mouth
- Open houses
- Drove around
- Realtor.com MLS

Key Factors in Choosing Where to Move (unaided)

Moderator explains that we are now focusing on the key factors for you in choosing where to move. He hands out Self-Administered Questionnaire #1 (Key Factors) and asks respondents to fill it out their applicable section without discussion. After completion – moderator asks respondents to circle most important factor.

General Discussion – key factors and (briefly) why?

- Price
- Location – didn't want to commute for hours and hours
- Price – big investment for us and wanted to be sure it was right
- Price – able to afford
- Price – house vs. rental difference was minimal
- Easy access to the city and E. Bay (close to BART)
- Safe neighborhood – because I had moved from a bad neighborhood
- Space – me and my roommate, and we have a lot of stuff, consolidating apartments and moving into smaller combined space
- Space, neighborhood – on Craigslist you see a lot of beautiful homes and you get to the street and don't want to go further (not safe); inside/outside of home is gorgeous, but the neighborhood around it, the street, is bad – couldn't live there; 16 cars in the driveway next door, paint flaking off, weeds, not well kept area
- Space – coming from 3k square feet home, used to having more space
- Location – close to night life, friends, work
- Parking – place to park
-

Impact of all three factors – did most important factor outweigh all others, or is it a combination of all three.

- Combination (group consensus)
- Most important?
- Amount of space
- Location, then neighborhood, then space
- Combination
- Some are a little more 60/40, but combination

Other factors considered when choosing house/apartment.

- Knew I wanted to buy but didn't want to buy converted apartment building, wanted townhouse or condo
- Construction, seismically retrofitted
- Neighbors – I live in a condo and wanted good neighbors
- So many homes on the market – we didn't want to rent a home where we'd have to leave in 6 months because it was going to be sold
- Bathroom – hard to find 2 bedrooms and 2 bathrooms
- Closets, closet space
- Safety, crime – don't want to worry about leaving your car outside
- Laundry in apartment so wouldn't have to go elsewhere
- Knowing my money would go further the further south I moved
- Storage

- Proximity to stores (couple blocks)
- We can both get to where we need to go, easy transportation
- Get to 101 easily – 2 blocks away, 3 blocks

Specific Characteristics to Consider (Unaided)

When deciding where to move, what is specifically important to you and members of your household regarding... ..(Short discussion for each)

-

Neighborhood (Probe on: safety, appearance, amenities and access, and social characteristics)

- School
- Safe
- No crime
- Access to green space, parks
- Feeling safe – ok to work late, be up late at night and be able to come and go, even at 2 a.m., and not worry
- Moving to better neighborhood than before – where I lived before had deteriorated, wanted to get out of noisy, kids, college students, and move to a place where I felt safer, quieter, more families
- Work in the city, noisy all day, want to go home and have it quiet (not to hear my neighbor's music)
- Access to good residents
- In between quiet and loud – don't want to turn the radio off at night, but I don't blast people out either
- Safety issue – moved from a neighborhood with a lot of gun violence, police sirens, looking for a neighborhood without a lot of crime, no groups of guys hanging out on the corners selling drugs, etc. went to properties at night to be sure it was safe.
- Even though have a car, like a neighborhood where you can walk to stores, shops, etc. within half a mile (agreement – 1-2)
- Concentrated on housing near downtown Campbell, Willow Glen, etc. – but it wasn't happening with the square footage I needed for price company was willing to pay – ended up moving to NEIGHBORHOOD that I can walk to coffee, sushi, post office, (walking distance .5 - .75 mile)
- Shop owners and feels more cozy, see the same people, having places in the neighborhood to go
- Want to eat and go to a restaurant
- Want to walk to a grocery store – really important (10 blocks)

Characteristics of House/Apartment

- Kitchen
- Well maintained – not a place that is run down or where you can see maintenance hasn't been done
- Maintained shows a good landlord – will address maintenance, crime issues – painted interior/exterior, well manicured lawn/parking lot
- Closets
- Character/personality – living quarters upstairs and bedrooms downstairs; have view of backyard, etc. – nice reversal, vaulted ceilings, looks spacious and open

Financial Considerations

- Certain amount had to look for within a safe neighborhood
- Being able to still afford to do other things besides pay rent, especially with a car, be able to pay car insurance and maintain it as well
- Not to overextend ourselves (2)
- Realize I had to sacrifice square footage for location, e.g. went into a studio
- Ended up paying more but avoided headache of remodeling myself
- Also looking at apartment shares – but good prices were females only -- can they do that? [asker is male] (yes, if you're renting out part of house was the answer)

Access/Location (Distance to work, friends, other places. Commute factors)

- Near work
- Near BART – I drive but significant other does not – within a few blocks
- Location – e.g. Berkeley very diverse, around music, cultural things
- Traffic – something close to freeway; used to live between 280 and 101; used to take me 20 minutes to get on the freeway either way; not on a crowded street, but off a crowded street and could make an easy turn; now live about 1 mile from freeway
- Public transit access – no more than ½ mile away

Lifestyle Choices, Personal Views, Environmental Choices

- Shopping – love to shop
- Love to travel
- They take care of their streets, take care of utilities, etc. important
- Choice between south bay and SF –
- Wanting to be in a place where wasn't ashamed to invite friends over
- Nice grounds, well kept
- Energy-efficient, well insulated, structure itself
- Wanted to try something new, but cost, square footage, location – Fremont sounded good because it's a nice, safe community; seems to have a bad rap for some reason, especially from Peninsula side, but it has everything

Schools

- Good schools
- Good schools – important, parent participation, etc.
- Most didn't matter (no kids)
- My kids – yes
- Schools also reflect property values – if they keep lawn manicured, etc. – it's all big package
- To get into those areas, it's prohibitive – so it wasn't a critical decision, gave it up

Moderator distributes Self-Administered Questionnaire #2 (Rating of Statements) and asks respondents to complete it without discussion.

1. Living in a neighborhood that was safe enough for people to be out and about is one of the most important factors in deciding where to move

Yes (important)

No question

We compromised a bit to get a good sized house – printed the police crime maps for each neighborhood and moved into neighborhood that had more crime, but gave us a bigger house
Safety – huge; I have 2 small children; not in fear for myself, but I want to know I can walk outside and feel safe and not worry about a strange person watching me, the kids
Huge – feeling like you don't get the eegie-beegies when you walk to your car, your house, the corner store
I want to feel safe walking at night, even to get to my car, to go to the grocery store if I need to, without worrying

2. Living in a neighborhood where I felt safe walking home at night is one of the most important factors in deciding where to move

Same

Rated the same?

No

Rated it differently – because my boyfriend would be the one walking home

Rated it lower because I don't walk home at night, but do get to my car and bring in groceries, etc.

Same statement?

Yes

Yes, with daylight savings time, you get off the train and it's dark

The word night stood out for me

I rated the same, but from perspective of someone else in the house - #1 for me, #2 for my boyfriend (he walks at night)

3. I prefer to live in a neighborhood that offers a mix of housing types – such as single-family homes, town homes, apartments

Didn't care

Didn't care

3 because I didn't really care

Wanted some homes, didn't want a lot of renters, that's where I came from – so wanted some people staying in the neighborhood, had a vested interest

Wanted people who took care of their places – sometimes renters don't maintain their property
7 – knew we wanted to live in apartment first, so we would see if we liked area and then would buy a house down the road

If there aren't smaller types of houses and no condos, etc., there's less to walk to – streets and streets of houses means you really can't walk to anything, so didn't want nothing but houses; if not apartments, nothing to get to easily

4. I want to live in a new neighborhood as opposed to an older neighborhood

- Didn't matter
- Not important
- Didn't think about it
- Didn't make difference
- As long as neighborhood looked ok and people looked cool it didn't matter
- Liked the older style, but with more spacious rooms
- Like new more than old, but thought of new as something up and coming; would rather live in Nob Hill than Marina
- 5 – literally split down the middle; love charm; but don't want a house to smell and know it would cost \$275k before you can move into it

- Older – I’m talking about 30, 40 years old

What is older?

About that – 30, 40

I think 100 years

1906

What is new neighborhood?

Suburban

10 years old

Landfill

Lofts

San Ramon rehab – tract homes

Gated community

In last five years developed

Sardine can kind of homes

More dense – no open space, but that’s what I see as new

Suburbia sprawl of stucco for blocks and blocks

Like the way they are on the inside but not the outside

Want outside old looking, inside new looking

Want older neighborhood that’s well kept

New neighborhood, planned community?

Think of it as just compact and packed in as many people as possible

Community itself – depends

Once you come into that neighborhood, kids ride their bikes, people know you – compact is not every new neighborhood; it’s more people you can count on; if your garage is open your neighbor will watch

Rumar (?) near Santa Clara – cars are in back, people come in front and talk to neighbors, people walk to grocery store, kids ride their bikes – that’s what I think of

Lots of new developments put garage in back

We like having garage open because it brings interaction

5. Living on a quiet street is one of the most important factors in deciding where to move

Very

Just for quality of life – go to bed at 10 pm and not be woken up by racing cars

No noise

Doesn’t bother me

My old neighborhood – lived across from car wash, lots of college students, parties all night long - really craved quiet

Used to live in SF so used to noise, but didn’t like buses; don’t have that in south bay as much

Not really important – lady downstairs probably wants me to be quiet

Don’t like tons of traffic, but doesn’t mind music here and there

What do you think of? Music? Cars?

This doesn’t bother me, to hear ambulances, horns, etc.

What bothers me are the 18 wheelers – near a major freeway

Teenagers, being loud – that’s a problem

6. Living in a clean neighborhood is one of the most important factors in deciding where to move.

- Important – just resale value, quality of life
- Pretty important, not totally – because of what it says about people
- No trash on the ground, no run down cars (lots of nods)
- No graffiti on the walls
- No trash on sidewalk
- Not lots of families parked on lawn
- Me it's more about feces, vomit on sidewalk – certain areas you are going to deal with it
- Lack of trash and graffiti – like to see plants and yards taken care of, no dead weeds

Cleanliness and safety related?

Not necessarily

Can be

Walk into neighborhood and see pipes and trash – you might

Graffiti – often indicates other types of things going on

Broken windows might signal something

Clean usually makes nice, but unclean not necessarily unsafe

Does indicate owners watch their properties, keep it up, watch out for others

In Berkeley, there's a block where it's all nice, but there's one house where no one cares – but it doesn't mean there's crime in that one house

7. It is important that I can easily walk from my home to places that I like to spend time at such as restaurants, bookstores and coffee shops.

- Drive all the time
- Would love to walk to stores, coffee, post office
- Don't want to use car all the time due to gas prices – would like to walk, also for exercise
- Tired of sitting all day
- Tired of finding parking
- Very important, critical
- Put as a 5, compromise – like it a lot, but the way my life is right now I'm not home much, I work a lot – so in reality, it won't be as much impact

8. If I could easily do errands on foot, I would be willing to own fewer cars

- No (3-4)
- Yes (2-3)
- We actually sold one of our cars, so it was a factor in choosing to move
- Got rid of my car, so one car between us
- Wouldn't be willing to get rid of only car – if I had 2 cars, would get rid of one, but wouldn't forego it altogether

9. Living in a neighborhood where it is safe and convenient to walk and bike to do my errands (i.e. gyms, grocery stores, banks, dry cleaners) is one of the most important factors in deciding where to move

With one car – 6

I wouldn't be willing to give up one car

Realtor – can't bike my clients to homes

I'm a mom and I'm driving kids to preschool, art classes – if we all lived in SF, I could probably get by without one car

In San Francisco, I'd park car and walk; in south bay, can't do that, everything is far apart, can't walk most places; knew I would need a car in south bay

Knew in south bay had to have a car

We have easy access to city Carshare, mitigates giving up one car

10

Important

Like to run in the morning, night – don't want to be scared

Don't own a car, so important

Not the most important, but definitely a preference

10. Living where there are convenient places to ride my bike, run, and walk nearby such as parks, hike and bike trails, and greenways is one of the most important factors in deciding where to move

- Post office
- Grocery store
- Grocery store – can't walk because carry too much
- Gyms and banks could ride bike
- Dry cleaners could be close
- Easier to walk than drive – no parking
- If my car breaks down, it's in the shop, knowing I can walk, I'm not stranded – is important
- Public library
- Mechanic
-

Greenways

Important

Take dog out

Walk in the morning

Run, get fresh air

Scenery

Family comes to visit, take them

Nice to get away from the concrete, look at a park

Not as important as safety

Parks, hike/bike – greenways?

Where you can jog and stuff

Park with grass

Strip for many blocks

Areas in town connected by green areas

Paths between houses, back to back green areas

11. Living in a neighborhood where there are places to meet and get to know my neighbors such as bookstores, coffee shops, community centers, and schools is one of the most important factors in deciding where to move

- Not as important
- Weird question

- People would think I was creepy if I met my neighbors at school
- Have small children, but it's not at top of list – with a network of friends, we don't need them at coffee shop or community center
- Wouldn't occur to me to go places like that to meet people – don't have the time (2)
- I totally do want to know the neighborhood, know neighbors – but after you start going it feels good
- Bookstore, coffee shops – awesome to have, but not necessarily to meet people
- Like the fact that have coffee shops, etc. to get to know people; feel more protected; look after me a lot more because I do know them

12. Having a front yard, or space in front of my house, where I could socialize and meet neighbors is one of the most important factors in deciding where to move

- Have a back yard and I do know neighbors, so I know neighbors within complex; don't need front yard
- Places where everyone else's dog goes potty is what happens to space
- Crosses our mind – 7 – important to have space out front with kids, hang out in driveway
- Most of my neighbors don't do those kinds of things

Front yard –

House is not sitting on top of house, there is space between house and asphalt, green space

Having some landscaping, a garden, off the sidewalk, in front of the house

Cars aren't hanging into sidewalk because yard is so small

11 and 12 – How similar are these two? Are ratings about the same for both of these?

- High both
- Social
- Rated them the same, meet more people when my garage door is open – have a wood shop
- Same?
- No
- Not quite
- Easier to meet people in front of your house than coffee shop – everyone reads or is on computer at coffee shop

13. Having a back yard where I could entertain guests, or where children and pets can play, is one of the most important factors in deciding where to move

No kids – 1

Have kids – have to be able to barbecue and have margaritas

Doesn't matter – if I socialize I'm not at home

Nice but doesn't affect my choice – 3

5 – prefer private backyard rather than front yard, no kids, no pets

6 – want a bit of green space for dog, but we have great parks

5 – actual living space is small, good to have place to hang out

5 – family would go out and play, but not major factor, but thought about

14. If there are pleasant public parks nearby where my family and pets can safely play, having my own yard is less important

- Yes

- Don't have to leave your house
- Don't have to take care of yard/garden
- Can meet people in park
- Can't entertain in park for the most part
- Too hard – have to haul stuff to park

13 and 14 – How similar are these two? Are ratings about the same for both of these?

- Totally different
- Much rather have park than back yard – could take dog there but not care for it
- Want both
- Prefer parks to back yard – like to do barbecues but like park just to ride bike – like both, different spaces
- Can create a garden and your own oasis and not have to go somewhere to see that

15. Having my own garage is one of the most important factors in deciding where to move

- Not important – most apartments don't come with that
- Have to have a garage – dirt bikes, camping equipment, etc.
- In terms of safety for car – don't worry about it being broken into on the street
- Look for nice neighborhood don't have to worry about car being broken into
- Have surfboards, snowboards, other stuff – storage
- Wood shop
- Projects – doing stuff, painting, refinishing furniture – place to do that

16. Having a dedicated parking spot is one of the most important factors in deciding where to move

Have to have parking spot for car – if not and you search, have street sweeping,

Assigned – it's yours and yours alone

It's just a place to park, can always get it out

15 and 16 – How similar are these two? Are ratings about the same for both of these?

- Yes
- No
- No – garage is more like a storage area; can't store stuff in parking spot
- Not same option really
- Same importance (not very)
- Not same rating
- Would never move to a place without a dedicated parking spot; garage would be nice, spot is vital
- Even though it's not a garage, don't want it uncovered

17. If it is easy to find parking in my neighborhood, I do not need my own dedicated parking space at home

10

1

Parking is a commodity – need to have it

18. I would rather live in a new, modern home than one with historic character

5 –

Parking is never easy to find

5

Don't care

1

Like new

Could go either way

Old charm, new décor prefer – 5

What is historic character?

Details

Crown molding

Charming

Different

Doesn't look the same house after house

Doesn't have to be very historic

Victorian

Can't do anything to them

Think of attention to detail and good construction – a caring about how the thing looked and the style of it

19. If it would shorten my commute, I would live in a smaller home

- N
- Yes
- No
- Yes
- 8-for price of a house in Pleasanton, commute is long
- 7- if you live in outer east bay, commute is long, no public transit from Pleasanton to peninsula that easily
- Do you want a half hour commute or hour, 1.5 hour commute? That becomes a grind
- Not applicable – can't get any smaller, have to get bigger, and a longer commute is part of that

20. Having ample space for private entertaining is important to me

10

Like to have guests, company over

Always having party, want to be able to entertain

Have place for guests to sit down

10-because I have such a small place now, can't entertain

3 bedrooms is ample space

Kitchen, family room is ample space – to entertain

Living room to hold 10-12 people

Be able to hold dinner parties

21. If I found a home that met more of my criteria, I would be willing to spend more money on it

- Yes
- It's your home, you're there
- It's your sanctuary
- If you have the money
- 1 – not because I'm not willing, but because it's all I can afford
- Hard in the bay area, things so overpriced to begin with – wasn't planning on spending less money than I did

Top ceiling ?

5-6

Then once I couldn't get what I wanted, started looking higher; more things included at the next level, a little higher

Close to ceiling?

Yes

In the middle

In the middle (of affordable range)

We were willing to pay over –

22. Cost is one of the most important factors in deciding where to live

10-couldn't go over

(2- same)

Have to have fun and live

23. I would not want to have a longer commute

10

5-wouldn't want it but recognize have to have it

Don't want to sit in traffic

What is longer commute?

15 minutes to 1 hour

From 15 minutes to 45 minutes

Not having to commute on freeway

No more than half an hour

24. If public transit were more convenient, my household would own fewer cars

No

No – I only have one; if I had 2, might give up one

Time factor – have to get off work and pick up my son, can't do that on public transit

25. Easy access to a freeway is important to me

One mile, no more

3 blocks

Two miles

Not important

3 – nice but not important

26. An easy drive to BART is important to me

Yes

Drive to BART to get to work

Don't use BART, not important

Don't use it

I'd use it more often; but took BART today

Have to come into city, don't want to drive, want to take BART

2-live and work near Ashby BART, so it's not a big deal to be a mile away, they have parking

27. An easy walk to BART is important to me

No

Where we can take bus in; would rather BART in, quick access to city

Use BART to

Don't use BART

Easy accessibility when you do want to take it – for me it's just easy

28. Easy access to commuter rail (Caltrain, ACE, Capital Corridor) is important to me

No

Don't use it

Caltrain, etc. don't use it

Nice to have

Nice to have

No, don't use it – but nice to have

Train goes up and down peninsula

Like Caltrain bike car – with BART not as easy

29. Easy access to transit (bus, casual carpool, MUNI) is important to me

No

The most important for me

Don't have a car – key

Not important – don't use it

What is casual carpool?

No clue

Don't know

Where you wait at stop and not organized, no rules

Any confusion?

Didn't know what it was

Don't know how to find it

How do you know where it is?

30. Even if I lived near quick and reliable public transit, I would need a car to travel where I need to go

Yes (almost all)

Babies

Costco

Freedom

Friends visit, to airport

Enough to have to own a car, not every day
Bus after bus takes longer than driving
Late at night – BART stopping at midnight

31. An easy drive to downtown San Francisco is important to me.

No
Don't want to take car to city
Would rather take BART
Don't go to San Francisco
Need it – because work there

What is easy?
45 minutes
And San Francisco is a way better city than San Diego
On 101 – stuck because of spill – that's NOT easy access
Easy would be 280, less traffic, can get on and off easily
Time or movement?
Movement
Time?
It's the fact that I'm moving, even though it's a longer drive on 280

5-sf so great I'd drive any distance
Don't have anything I want to do other than ocean once in awhile

Other cities?
No – just don't like large gatherings of people

Never go to downtown SF, go to other noncommercial things
Like tonight – took BART
Wish I had
Normally takes 45 minutes to drive (on weekends) – took me 1 hour 45 minutes tonight

32. An easy walk, taxi or transit ride to downtown San Francisco is important to me

Work downtown
Want quick access to museums, restaurants
Not important
Work in downtown San Francisco
Transit
Not important because don't need to come
Walk important

33. Easy access from my home to a commuter rail system (such as Caltrain, Capital Corridor, San Joaquins, and ACE) is important to me

Not important
Don't even know what those are – heard of Caltrain but don't know others
Don't know what they are
Thought it was part of ace
Caltrain is limiting – I'm half a mile away I just jump on, but if I want to go to downtown San Francisco, it's a different process, might go east to Fremont and BART or drive

Anyone else?
Knew two of them but didn't know others
It's all those acronyms

34. Living in a certified “green building” is one of the most important factors in deciding where to move

No
Not important
In between – nice but more expensive, hard to find
Nearly impossible to find

What is green building?
Environmentally friendly
Energy efficient
Solar power
Don't know all that stuff

Have to use certain paints, use certain things, but not sure exactly what it is
Know there's a process, have to use recycled things

35. Being able to safely walk to schools is one of the most important factors in deciding where to move

No
If important – what does mean?
Kids can go without holding their hands
Nobody will kidnap my kids
(e.g. in Campbell, there was a child predator within 500 yards – if I had a kid I would have balked – wouldn't have wanted them to walk)
Don't want kids near traffic

36. Living in a school district that provides a good education is one of the most important factors in deciding where to move

Yes
Only #1 on list because 2 small children and don't want to fork out \$20k for private school
Test scores key
Graduation rate – do they go on to college
Options in terms of languages, AP (honors) classes

Among those with more than one in household – Were you able to provide ratings for your household as a whole? Were there any statements where this was difficult to do?

- Easy to do
- Before we moved, we talked about what was important to us
- Talk about it all the time, making compromises
- Figured it was easy to answer based on household, but some questions didn't apply to me at all and had to answer them anyway, apply more to someone who lives in the city
- 2 – just them

- Had to just go through one has a car and one doesn't have a car – so clear to me; we have to make sure enough walking distance, not too far, etc.

Just recent movers – think back to when you moved: How clearly could you remember importance? Could you clearly rate these things?

- Yes
- It was such a huge decision – so much – there was a lot to consider
- Remember thinking for months of what I wanted and thinking about what I wanted and sticking to those and finding more than what I wanted
- A whole lot of questions I had to go through
- Getting ready to move again, so yes
- Like the area, but don't like specific apartment complex – moving again – need to be clear which one

Trade-Offs

Moderator explains that some of the statements that respondents just completed may be worded differently. Consideration is being given to including tradeoffs in many of these statements. This next questionnaire shows how a few of these may be worded. Moderator then distributes Self-Administered Questionnaire #3 (Tradeoff Statements) and asks respondents to complete it without discussion.

Review each set of statements (basic and two alternates)

Ratings – Did ratings differ significantly between the basic statement and the two alternates?

If ratings differed – why?

- Different
- Not the same (no one)
- A long commute or a safer neighborhood – longer for me is 10-15 minutes, so I'd rather stay where I'm at and wait for something to come available that's closer
- They are horrible to answer – don't want to deal with either one of those issues, they're both horrible things to try and decide; I was torn, put 2 in both; don't want to have to drive to be safe
- It's important, but I don't do a whole lot of walking at night, so it's a 10

Is longer commute time a realistic/concrete item that you would consider to have some of these other attributes?

- Like we redid a lot of these earlier,
- Longer commute – which I do, for a better neighborhood already, so it's up there
- An hour away would be a helluva lot safer than we have now, but we didn't want that
- 10-15 minutes
- A lot has to do with time – when you hit traffic and it's longer, 1.5 hours becomes 2-3
- When it takes half an hour to get half a mile . . . it becomes even longer

Why?

- Know I'll have to pay for something small, so it doesn't matter
- Size is important to me, it's clear, but didn't want to compromise
- If I did have to downgrade I would, for the safety
- Spent a lot of time looking for houses in older neighborhoods, but they were smaller, so we'd have to store our furniture

- The time thing is crucial – have to be patient, but coming 400 miles you don't have a lot of time; for me, I wasn't coming from far away, I could be patient

Felt safe – Put 8 for top one but 1 for the others – there are things I can't compromise on, I'd just wait

Pay more

- Almost lived kind of near here, in Tenderloin, decided I would pay more to live in nicer area
- Yes

Clear?

- Yes
- 6-because budget issue, had to wait until I could find something that was in ok neighborhood, couldn't pay more

Others feel that way?

- Yes (3-4)
- I was at top of my range, somewhat of a compromise for space

Clean neighborhood? Differ in ratings?

Yes

Same?

No

Which different?

- 6 was higher, 6a was lower than 3 points than 6b, because right now, I have a couple of bars, 3-4 blocks away from me, I'm ok with that – time is such a factor, you're wasting time on the freeway -- I could do other stuff rather than commuting
- Mine went down because cleanliness is not something I want to be in traffic for, and smaller home, that all didn't go with – safety was the thing, not how clean the neighborhood was
- In Potrero Hill, people would pee, barf, do drugs, so for me it was coming home to this 'ick', so I would definitely drive more to get away from that
- Get to know neighbors –
- Generally accepted a longer commute
- Same
- All
- Longer commute
- Longer commute is just hell (2-3)
- Such a waste of time
- And as gas prices go up, it's a factor
- Less time to spend with partner, family

Is this a realistic or concrete item that you can think about, that you understand?

- Clear
- Yes

Does anyone not commute?

- I don't commute (real estate)

Took me 3 hours on the freeway

Don't want to drive more than 10 miles, ideally

Yes, understandable

Any respondents in households where there is not a commuter? How did you respond? How best to phrase this statement for non-commuters?

- Yes, because they commute for something – to meet with kids, shopping
- To me it's the travel from home to work and back
- To me it's at least 30 minutes
- To me it's at least one hour, going to work
- Usually means going to work
- But I've done a commute for work
- [Everyone in group indicated they commute currently or have commuted and would understand]

Smaller house size as a tradeoff

- Less square footage
- Smaller rooms
- Less accoutrements
- Less square footage
- How much less?
- Smaller
- One less room
- Less square footage
- Anything from 50-100
- 10 x 10 small
- Bigger than that – not small
- 1k square footage and want smaller (?)
- Anything smaller than 1k square feet is small
- Half?
- No more than 500
- 2500
- 25% less
- Everybody has junk

Is smaller house size a realistic/concrete item that you would give up to have some of these other attributes?

- No
- No
- Yes
- Maybe
- No – I'm in a studio, I can't go smaller
- Yes
- Yes, could understand

Moving from outside Bay Area, everything seems smaller

How react to that?

It's not pushing me

We knew we would have to approach market differently [smaller size]

Cost of house or apartment as a tradeoff

- Yes
- No, for me I have a budget and can't go over it (2)
- More about at the end of the day, I have x amount of budget, but I know what it means to pay more

Back to longer commute quickly – any specific connotations associated?

- Suburbs
- Driving forever
- Not being with family
- Time in the car
- More time
- Waste of time and gas
- Being held hostage (by travel)
- Road rage
- Not just car, can also be BART, delays, Muni, etc.

Anything you can think of that government agencies could do to impact where you actually move?

- Make apartments bigger and less expensive
- Safety, gun control
- Bart – bring to other parts of area
- Around whole bay
- Bart if it ran longer at night, especially on the weekends
- Don't want us to get dui, but won't run BART late
- Time transferring BART – less
- Universal pay ticket – get off Caltrain get on BART, walk 20 feet, now you need 2 tickets
- Make bay bridge cheaper, more incentive, e.g. \$2 cheaper
- BART is expensive too
- I was shocked how expensive BART was – just took it last weekend

MODERATOR OUTLINE – MTC TRANSIT ORIENTED DEVELOPMENTS

(Groups conducted on November 8, 2007 and November 13, 2007)

Version 4.1. Final

Moderator Introduction: The moderator (Jon Canapary) introduces himself and explains procedures. (The moderator's role is to ask questions, present information for commentary, and move the group along. He explains that all comments will be treated in confidence, it is important to hear from everyone, and that group is being audio tape recorded.)

Respondent Introduction: (Around The Table) Each respondent introduces him/herself, giving first name, how long lived in Bay Area, recently moved or currently looking, and current occupation.

Housing in the Bay Area

- General Discussion
- (Show of Hands) Are housing options in the Bay Area getting better, staying about the same or getting worse than it was a couple of years ago?
- Positives (words and phrases)
- Negatives (words and phrases)

Decision to Move

Moderator explains that everyone in this group has moved recently or is planning to move.

- What are key reasons for choosing to move (or planning to move)?
- How was the decision to move made – what was the process you went through?
 - o Probe on: family decision, job chance necessitated it, etc.
- How long between decision and actual move?

Search Experience / Sources

- How did you go about searching for an apartment or house?
 - o Renters: Specific process for finding an apartment?
 - o Owners: Specific process for finding a home?
 - For both owners/renters probe for: Internet sites checked, personnel recommendations, professional agency/realtor, inspired by specific advertising/marketing, etc.
- Short general discussion on search process/sources.

Key Factors in Choosing Where to Move (unaided)

Moderator explains that we are now focusing on the key factors for you in choosing where to move. He hands out Self-Administered Questionnaire #1 (Key Factors) and asks respondents to fill it out their applicable section without discussion. After completion – moderator asks respondents to circle most important factor.

- General Discussion – key factors and (briefly) why?
- Impact of all three factors – did most important factor outweigh all others, or is it a combination of all three.
- Other factors considered when choosing house/apartment.
 - o Probe on: transit options, ability to walk to shops/restaurants, proximity to workplace, etc.

- Recall of Key Factors

Recent Movers:

- o (Considering the time that has gone by since you moved) How clearly were you able to recall the most important factors when you chose to move? How about other factors considered?
- o If you were currently planning to move, would the three factors you listed be different today? Would the other factors you mentioned be different? Would the importance of some of these change (that is, would they rank differently today)

Planning to Move:

- o Have the factors that you listed changed since you began your search (or have they remained the same)? Do you think they may change as you continue your search?

Specific Characteristics to Consider (Unaided)

- When deciding where to move, what is specifically important to you and members of your household regarding... ..(Short discussion for each)
 - o Neighborhood (Probe on: safety, appearance, amenities and access, and social characteristics)
 - o Characteristics of House/Apartment
 - o Financial Considerations
 - o Access/Location (Distance to work, friends, other places. Commute factors)
 - o Lifestyle Choices, Personal Views, Environmental Choices
 - o Schools

Reaction to Listed Factors

- *Moderator distributes Self-Administered Questionnaire #2 (Importance of Listed Factors) and asks respondents to complete it without discussion.*
- Discussion of each listed factor to include:
 - o Quick Reaction
 - o If important. Why important? What about it is important? (probe for specifics)
 - o (*when applicable*) What do specific terms mean to you? (e.g. "character", "easy access", "short commute", etc.). Would you consider a longer commute distance or commute time for this attribute?

Specific Probes:

- *Cleanliness of the neighborhood.* Is this related to perceived safety?
- *Character of a neighborhood.* What things make up character? Reaction to: age of homes in community, age of home, planned community.
- *Stores and restaurants within walking distance.*
 - 1) Discuss types of stores (starbucks versus local / useful stores like hardware versus card stores / bars and stores that are open late versus card stores).
 - 2) What is "walking distance",
 - 3) What key about "type of walk". Is the walk in and of itself what people like and the destination doesn't matter? or does the actual store and restaurant availability what people seek?
- *Easy access to BART or other rail transit.* Define other rail transit. Is there a difference between BART and other rail transit?
- *Having neighbors who I can relate to.* What about the neighborhood makes it contain "neighbors they can relate to"?
- *Living near friends or family.* Probe on: want to be able to easily socialize with friends/family; friends/family can't afford to live in the area so they moved outside to better accommodate them.

- *Larger living space.* What does that mean to you? Tradeoff - willing to give up transit access and/or have a longer and/or easier commute. How much longer? etc. Maybe touching on in-law units here or in 'living near friends and family' would be good.
- *Having my own yard.* Front yard or back yard? Would having a nearby park or open space would change their answer. Prefer to have shared green space so that they can either meet people or so they don't have to take care of it. May test question "I would prefer to have my own yard as opposed to using a nearby park" in the survey.
- *Enough space to entertain.* Would it matter if there were places to go to in their neighborhood to socialize.
- *Having my own parking space or garage.* Discuss ease of auto ownership. Test phrases: "I would like to have 1 fewer car (or no cars)" and "I could make do with fewer cars" .
- *Home cost or apartment rent.* Use 'top ceiling' budget or is there room for them to purchase more house, and that they just chose not to.
- *Avoiding traffic congestion.* How respond if infrequent car user or transit user.
- *Quality of schools.* What's the measure of quality: test scores? friends? awards? perception? ability to walk there?
- Other additional items suggested. Ask if "pollution" considered.

(If time permits) Transit Oriented Developments (TODs)

- Moderator hands out Exhibit A describing Transit Oriented Developments.
- In just a few words, how would you describe this type of community?
 - o After respondents provide description, ask whether "high density area" or "compact community" accurately describe TODs.
 - o "Green building". What does this term mean. If you understood that a community like this was using green building techniques would that impact your decision to move there. Would you extend your commute time to live there?...by how much time?
- Environmental aspects of TODs.
 - o Is the environmental aspect itself an attractive reason to consider moving to a TOD? Why? What about it is attractive?
 - o Where do the environmental benefits rank compared to other factors considered in where to move?

Wrap-up

- Moderator informs respondents that we may contact them for a follow-up study. If anyone would prefer not to be contacted, please let our associate (at the front desk) know on the way out.

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mtc tod moderator outline v4.doc

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 1
(Key Factors)

Complete either I or II.

I. RECENT MOVERS

List the three most important factors in choosing the home or apartment where you moved. For each, write why it was an important factor.

Important: Please list the factors that were most important to you at the time you chose to move.

Most Important Factors

Why?

- a. _____ ► _____

- b. _____ ► _____

- c. _____ ► _____

II. PLANNING TO MOVE

List the three most important factors in choosing the home or apartment where you plan to move. For each, write why it was an important factor.

Most Important Factors

Why?

- a. _____ ► _____

- b. _____ ► _____

- c. _____ ► _____

(When finished, please turn sheet over)

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 2
(Importance of Listed Factors)

Please rate each of the following on their importance to you in choosing where to move.

	Very Important			Not at all Important	
Safety of the neighborhood	5	4	3	2	1
Cleanliness of the neighborhood.....	5	4	3	2	1
Character of the neighborhood	5	4	3	2	1
Mix of housing and apartment buildings in neighborhood	5	4	3	2	1
Stores and restaurants within walking distance	5	4	3	2	1
Activities and events that allow neighbors to socialize...	5	4	3	2	1
Ease of walking or biking around neighborhood.....	5	4	3	2	1
Easy access to BART or other rail transit	5	4	3	2	1
Easy access to bus or other similar public transit	5	4	3	2	1
Having neighbors who I can relate to	5	4	3	2	1
Living near friends or family	5	4	3	2	1
Larger living space.....	5	4	3	2	1
Having my own yard.....	5	4	3	2	1
Enough space to entertain.....	5	4	3	2	1
Having my own parking space or garage.....	5	4	3	2	1
Home cost (owners) <u>or</u> apartment rent (renters).....	5	4	3	2	1
Having a short commute.....	5	4	3	2	1
Having a predictable commute time	5	4	3	2	1
Avoiding traffic congestion	5	4	3	2	1
Being able to use a car on the weekends and evenings...	5	4	3	2	1
Friends or family's opinion of my home/apartment	5	4	3	2	1
Friends or family's opinion of my neighborhood.....	5	4	3	2	1
Quality of schools	5	4	3	2	1
Weather	5	4	3	2	1

Others (please list below):

(When finished, please turn sheet over)

MODERATOR OUTLINE – MTC TRANSIT ORIENTED DEVELOPMENTS

(Groups to be conducted on Jan 29, 2008)

Final

Moderator Introduction: The moderator (Jon Canapary) introduces himself and explains procedures. (The moderator's role is to ask questions, present information for commentary, and move the group along. He explains that all comments will be treated in confidence, it is important to hear from everyone, and that group is being audio tape recorded.)

Respondent Introduction: (Around The Table) Each respondent introduces him/herself, giving first name, how long lived in Bay Area, recently moved or currently looking, and current occupation.

Housing in the Bay Area

- General Discussion
- (Show of Hands) Are housing options in the Bay Area getting better, staying about the same or getting worse than it was a couple of years ago?
- Positives (words and phrases)
- Negatives (words and phrases)

Decision to Move

Moderator explains that everyone in this group has moved recently or is planning to move.

- What are key reasons for choosing to move (or planning to move)?
- How was the decision to move made – what was the process you went through?
 - o Probe on: family decision, job chance necessitated it, etc.
- How long between decision and actual move?

Search Experience / Sources

- How did you go about searching for an apartment or house?
 - o Renters: Specific process for finding an apartment?
 - o Owners: Specific process for finding a home?
 - For both owners/renters probe for: Internet sites checked, personnel recommendations, professional agency/realtor, inspired by specific advertising/marketing, etc.
- Short general discussion on search process/sources.

Key Factors in Choosing Where to Move (unaided)

Moderator explains that we are now focusing on the key factors for you in choosing where to move. He hands out Self-Administered Questionnaire #1 (Key Factors) and asks respondents to fill it out their applicable section without discussion. After completion – moderator asks respondents to circle most important factor.

- General Discussion – key factors and (briefly) why?
- Impact of all three factors – did most important factor outweigh all others, or is it a combination of all three.
- Other factors considered when choosing house/apartment.
 - o Probe on: transit options, ability to walk to shops/restaurants, proximity to workplace, etc.

Specific Characteristics to Consider (Unaided)

- When deciding where to move, what is specifically important to you and members of your household regarding... ...(Short discussion for each)
 - o Neighborhood (Probe on: safety, appearance, amenities and access, and social characteristics)
 - o Characteristics of House/Apartment
 - o Financial Considerations
 - o Access/Location (Distance to work, friends, other places. Commute factors)
 - o Lifestyle Choices, Personal Views, Environmental Choices
 - o Schools

Reaction to Listed Factors

- *Moderator distributes Self-Administered Questionnaire #2 (Rating of Statements) and asks respondents to complete it without discussion.*
- Discussion of each listed factor to include:
 - o Quick Reaction
 - o If important. Why important? What about it is important? (probe for specifics)
 - o (*when applicable*) What do specific terms mean to you? (e.g. “greenways”, “easy access”, “historic character”, etc.).

Specific Probes:

- 4. *New neighborhood vs. older neighborhood.* How define “older”? How define “new”? Is “new neighborhood” perceived as a planned community.
- 6. *Cleanliness of the neighborhood.* Is this related to perceived safety?
- 7. *Walk from my home.* Understanding of wording “places I want to go”. What is “walking distance” mean.
- 8. *Errands on foot, fewer cars.* How many own one car or don’t own a car...How react to this question?
- 10. *Convenient places to ride bike, walk run.* Understanding of term “greenways”.
- 11. *Neighborhood where there are places to meet.* Do the places listed (“bookstores, coffee shops, community centers, and schools”) work well as examples? Where perceive these places to be located – down the street or is driving there OK?
- 12. *Front yard to socialize.* How well is “front yard or space in front of my house” understood?
- 11 and 12 – How similar are these two? Are ratings about the same for both of these?
- 14. *Public parks for family and pets.* Is it important that it is walking distance?
- 13 and 14 – How similar are these two? Are ratings about the same for both of these?
- 15 and 16 – How similar are these two? Are ratings about the same for both of these?
- 19. *Shorter commute and smaller home.* What does “smaller home” mean to you?
- 21. *Home cost or apartment rent.* Use 'top ceiling' budget or is there room for them to purchase more house, and that they just chose not to.
- Among those with more than one in household – Were you able to provide ratings for your household as a whole? Were there any statements where this was difficult to do?

Trade-Offs

- *Moderator explains that some of the statements that respondents just completed may be worded differently. Consideration is being given to including tradeoffs in many of these statements. This next questionnaire shows how a few of these may be worded. Moderator then distributes Self-Administered Questionnaire #3 (Tradeoff Statements) and asks respondents to complete it without discussion.*
- Review each set of statements (basic and two alternates)
 - o Ratings – Did ratings differ significantly between the basic statement and the two alternates?

- If ratings differed – why?
- Longer commute time as a tradeoff
 - General discussion
 - Is longer commute time a realistic/concrete item that you would consider to have some of these other attributes?
 - Any respondents in households where there is not a commuter? How did you respond? How best to phrase this statement for non-commuters?
- Smaller house size as a tradeoff
 - General discussion
 - Probe: What is meant by smaller house size? (less bedrooms, square footage, etc.)
 - Is smaller house size a realistic/concrete item that you would give up to have some of these other attributes?
- Cost of house or apartment as a tradeoff
 - General discussion
 - Is cost a realistic/concrete item that you would be able to adjust to have some of these other attributes?

(If time permits) Transit Oriented Developments (TODs)

- Moderator hands out Exhibit A describing Transit Oriented Developments.
- In just a few words, how would you describe this type of community?
 - After respondents provide description, ask whether “high density area” or “compact community” accurately describe TODs.
 - “Green building”. What does this term mean. If you understood that a community like this was using green building techniques would that impact your decision to move there. Would you extend your commute time to live there?...by how much time?
- Environmental aspects of TODs.
 - Is the environmental aspect itself an attractive reason to consider moving to a TOD? Why? What about it is attractive?
 - Where do the environmental benefits rank compared to other factors considered in where to move?

Wrap-up

- Moderator informs respondents that we may contact them for a follow-up study. If anyone would prefer not to be contacted, please let our associate (at the front desk) know on the way out.

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mtc tod moderator grp3 outline final.doc

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 1
(Key Factors)

Complete either I or II.

I. RECENT MOVERS

List the three most important factors in choosing the home or apartment where you moved. For each, write why it was an important factor.

Important: Please list the factors that were most important to you at the time you chose to move.

Most Important Factors

Why?

- | | | |
|----------|---|----------------|
| a. _____ | ▶ | _____
_____ |
| <hr/> | | |
| b. _____ | ▶ | _____
_____ |
| <hr/> | | |
| c. _____ | ▶ | _____
_____ |
-

II. PLANNING TO MOVE

List the three most important factors in choosing the home or apartment where you plan to move. For each, write why it was an important factor.

Most Important Factors

Why?

- | | | |
|----------|---|----------------|
| a. _____ | ▶ | _____
_____ |
| <hr/> | | |
| b. _____ | ▶ | _____
_____ |
| <hr/> | | |
| c. _____ | ▶ | _____
_____ |

(When finished, please turn sheet over)

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 2

(Importance of Listed Factors)

Please rate each of the following on their importance to you in choosing where to move. Use a scale of 1 to 10, where 10 means very important and 1 means not at all important. You may use any number between 1 and 10.

Important

- For those who have recently moved: Please rate these statements based on how you felt before you moved. That is, when you were making the decision about where to move.
- For those with more than one in the household: Please rate these statements based on the perspective of all the decision makers in your household, not just your own perspective.

Rating

Neighborhood Characteristics

1. Living in a neighborhood that was safe enough for people to be out and about is one of the most important factors in deciding where to move.
2. Living in a neighborhood where I felt safe walking home at night is one of the most important factors in deciding where to move.
3. I prefer to live in a neighborhood that offers a mix of housing types – such as single-family homes, town homes, apartments.
4. I want to live in a new neighborhood as opposed to an older neighborhood.
5. Living on a quiet street is one of the most important factors in deciding where to move.
6. Living in a clean neighborhood is one of the most important factors in deciding where to move.
7. It is important that I can easily walk from my home to places that I like to spend time at such as such as restaurants, bookstores and coffee shops.....
8. If I could easily do errands on foot, I would be willing to own fewer cars.....
9. Living in a neighborhood where it is safe and convenient to walk and bike to do my errands (i.e. gyms, grocery stores, banks, dry cleaners) is one of the most important factors in deciding where to move.
10. Living where there are convenient places to ride my bike, run, and walk nearby such as parks, hike and bike trails, and greenways is one of the most important factors in deciding where to move.....
11. Living in a neighborhood where there are places to meet and get to know my neighbors such as bookstores, coffee shops, community centers, and schools is one of the most important factors in deciding where to move.
12. Having a front yard, or space in front of my house, where I could socialize and meet neighbors is one of the most important factors in deciding where to move.....
13. Having a back yard where I could entertain guests, or where children and pets can play, is one of the most important factors in deciding where to move.....
14. If there are pleasant public parks nearby where my family and pets can safely play, having my own yard is less important.

Rating

Home Characteristics

15. Having my own garage is one of the most important factors in deciding where to move..... _____
16. Having a dedicated parking spot is one of the most important factors in deciding where to move..... _____
17. If it is easy to find parking in my neighborhood, I do not need my own dedicated parking space at home. _____
18. I would rather live in a new, modern home than one with historic character. _____
19. If it would shorten my commute, I would live in a smaller home. _____
20. Having ample space for private entertaining is important to me. _____

Financial Considerations

21. If I found a home that met more of my criteria, I would be willing to spend more money on it..... _____
22. Cost is one of the most important factors in deciding where to live. _____

Regional Access Characteristics

23. I would not want to have a longer commute..... _____
24. If public transit were more convenient, my household would own fewer cars..... _____
25. Easy access to a freeway is important to me..... _____
26. An easy drive to BART is important to me. _____
27. An easy walk to BART is important to me..... _____
28. Easy access to commuter rail (Caltrain, ACE, Capital Corridor) is important to me..... _____
29. Easy access to transit (bus, casual carpool, MUNI) is important to me. _____
30. Even if I lived near quick and reliable public transit, I would need a car to travel where I need to go..... _____
31. An easy drive to downtown San Francisco is important to me. _____
32. An easy walk, taxi or transit ride to downtown San Francisco is important to me. _____
33. Easy access from my home to a commuter rail system (such as Caltrain, Capital Corridor, San Joaquins, and ACE) is important to me. _____

Lifestyles and Beliefs

34. Living in a certified “green building” is one of the most important factors in deciding where to move. _____

Schools

35. Being able to safely walk to schools is one of the most important factors in deciding where to move..... _____
36. Living in a school district that provides a good education is one of the most important factors in deciding where to move..... _____

(When finished, please turn sheet over)

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 3 (Tradeoffs)

Listed below are different ways to phrase some of the statements you just rated.

As you did on the previous questionnaire, please rate each of the following on their importance to you in choosing where to move. Use a scale of 1 to 10, where 10 means very important and 1 means not at all important. You may use any number between 1 and 10.

Rating

Safety

2. Living in a neighborhood where I felt safe walking home at night is one of the most important factors in deciding where to move.
- 2a (Alternate). I would be willing to have a longer commute if I could live in a neighborhood where I felt safe walking home at night.
- 2b (Alternate). I would be willing to live in a smaller home or apartment if I could live in a neighborhood where I felt safe walking home at night.
- 2c (Alternate). I would be willing to pay more for a home or apartment if I could live in a neighborhood where I felt safe walking home at night.

Clean Neighborhood

6. Living in a clean neighborhood is one of the most important factors in deciding where to move.
- 6a (Alternate). I would be willing to have a longer commute if I could live in a clean neighborhood.
- 6b (Alternate). I would be willing to live in a smaller home or apartment to if I could live in a clean neighborhood.
- 6c (Alternate). I would be willing to pay more for a home or apartment to if I could live in a clean neighborhood.

Places to Meet and Get to Know Neighbors

11. Living in a neighborhood where there are places to meet and get to know my neighbors such as bookstores, coffee shops, community centers, and schools is one of the most important factors in deciding where to move.
- 11a (Alternate). I would be willing to have a longer commute if I could live in a neighborhood where there are places to meet and get to know my neighbors such as bookstores, coffee shops, community centers, and schools.
- 11b (Alternate). I would be willing to live in a smaller home or apartment if I could live in a neighborhood where there are places to meet and get to know my neighbors such as bookstores, coffee shops, community centers, and schools.
- 11c (Alternate). I would be willing to pay more for a home or apartment if I could live in a neighborhood where there are places to meet and get to know my neighbors such as bookstores, coffee shops, community centers, and schools.

(When finished, please turn sheet over)

New Places, New Choices

"Now available for sale or rent in the San Francisco Bay Area: Attractive, affordable homes with modern amenities in **vibrant neighborhoods**. All units offer **excellent public transit access** for gridlock-free commutes to employment centers. Convenience is key, with shops, restaurants and retail services just steps away, and walking and biking opportunities galore. **Autos are optional**, and any savings in gasoline, parking, maintenance and insurance costs are yours to keep. Experience the **benefits of a transit-oriented lifestyle** at one of the exciting new developments taking shape in Redwood City, San Jose, Pleasant Hill, Jack London Square in Oakland, Richmond, San Francisco, Santa Rosa, Vallejo, Hayward, the San Pablo Avenue Corridor in the East Bay... and in many other locations throughout the region. Come see if this **new style of living** is the right choice for you."

Recruiter: _____

Date: _____

Corey, Canapary & Galanis Screening Questionnaire
Focus Group Interview for MTC Planning Project

IF QUALIFIED, RECRUIT:

Name: _____

Home Phone: (____) _____

Work Phone: (____) _____

Home Address: _____

Cell Phone: (____) _____

Email Address: _____

_____ Zip Code: _____

Source: _____

- Recruited for: ☐ Group #1: November 8th (6:00 pm – 8:00 pm)
☐ Group #2: November 13th (6:00 pm – 8:00 pm)

Hello, I'm _____ with Corey Research. We are recruiting people who have recently moved, or are planning on moving, in the Bay Area. The groups are being conducted for the Metropolitan Transportation Commission (MTC) to help this agency better plan housing and promote transit in our area. The groups will be held professional facility located in downtown San Francisco.

(If necessary, explain that the group will be made up of 8-10 respondents, be led by an experienced moderator and last about two hours. Participants will be given \$100 in cash as “token thanks” for participation. Respondents must have moved within the past three years or plan on moving within the next year).

[If respondent is available and seems interested, continue with the questions]

Let me ask you a few of questions to see if you fit the general profile we are looking for.

1. Have you moved within the past three years, or are you planning to move in the next year?
- ☐ Yes, have moved within the past three years (*Movers*)
 - ☐ Yes, plan on moving in the next year (*Potential Movers*)
 - ☐ No (thank and discontinue)
 - ☐ Don't know (thank and discontinue)

MOVERS (*Ask Movers Questions 2a – 2d*)

2a. Do you own or rent your current home?

- ☐ Own
- ☐ Rent

2a-1. Is this a single family home or a multi-unit building?

- ☐ Single Family Home
- ☐ Multi-unit building
- ☐ Other (specify) _____

2b. When did you move into your current home?

- ☐ Within the past 3 months

- ☐ 3 – 6 months ago
- ☐ 6 months – 1 year ago
- ☐ 1 – 2 years ago
- ☐ 2 – 3 years ago
- ☐ More than 3 years ago (thank and discontinue)

2c. How involved were you in the decision on where to move? (Read List)

- ☐ Very Involved
- ☐ Somewhat Involved
- ☐ Not Involved at All (thank and discontinue)

2d. Where did you move from?

City: _____ State: _____

POTENTIAL MOVERS (Ask Potential Movers Questions 3a – 3e)

3a. Do you plan on buying (owning) or renting your next home?

- ☐ Buy/Own
- ☐ Rent
- ☐ Other (specify) _____

3b. When do you plan on moving?

- ☐ Within the next 3 months
- ☐ 3 – 6 months from now
- ☐ 6 months – 1 year ago from now
- ☐ More than 1 year from now (thank and discontinue)

3c. How involved will you be in the decision on where to move? (Read List)

- ☐ Very Involved
- ☐ Somewhat Involved
- ☐ Not Involved at All (thank and discontinue)

3d. Where do you plan on moving?

City: _____ State: _____

(Recruiter Note: If plan on moving out of the 9-county Bay Area, thank and discontinue)

3e. Do you own or rent your current home?

- ☐ Own
- ☐ Rent
- ☐ Other (specify) _____

Now a few final questions for classification purposes...

A. What is your exact age? _____

B-1. What is your current occupation? _____

Not working: []

B-2. What is the occupation of your spouse or partner? _____

No spouse/partner – No working spouse/partner []

B-3. Do you or anyone in your immediate household happen to work with a marketing research firm or a transit agency of any kind?

- ☐ Yes > *(thank and discontinue)*
☐ No

C. What is your racial or ethnic background?

- | | |
|---|---|
| <input type="checkbox"/> Caucasian/White | <input type="checkbox"/> Asian / Pacific Islander |
| <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> Black / African American |
| <input type="checkbox"/> Native American/Eskimo | <input type="checkbox"/> Other: _____ (specify) |

D. For statistical purposes, what is your approximate total household income before taxes?

- | | |
|--|---|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> \$85,001 - \$100,000 |
| <input type="checkbox"/> \$25,001 - \$45,000 | <input type="checkbox"/> \$100,001 - 150,000 |
| <input type="checkbox"/> \$45,001 - \$65,000 | <input type="checkbox"/> Over \$150,000 |
| <input type="checkbox"/> \$65,001 - \$85,000 | <input type="checkbox"/> Refused |

E. How many people in total live in your home (house/apartment)?
 _____ (write in number)

F. Do you have children under 18, presently living in your home (house/apartment)? ☐ Yes
☐ No

G. Have you ever participated in a focus group discussion? ☐ Yes
☐ No

(If YES, Ask):

G-1. When was the last time you participated in a focus group discussion? ☐ Within six months (terminate)
☐ Over six months ago

G-2. Have you ever participated in a group discussion of this type on housing or transit issues? ☐ Yes*
☐ No

* If YES, get specifics (subject and approximate date), terminate unless a very long time ago.

If recruited, fill out information on front page.

RECRUITER GUIDELINES/TARGETS TO SHOOT FOR (pertain to both groups):

- Line up 12 for a show of 8 to 10.
- Incentive is \$100 in cash.
- Try for about half men and half women in each group.
- REGION: All respondents must live in the Bay Area (Movers) or plan to move somewhere in the Bay Area (Potential Movers).
- TIMING OF MOVE: Get a mix of those who have moved recently (within the past year) and those who have moved a longer time ago (1 – 3 years). For those planning to move, try for respondents who are actively in the market for a new home or apartment.
- OWN/RENT: Ensure a mix of owners and renters in each group. Try for about half owners and half renters.
- INCOME: Target a spread of income ranges in each group. Most should have household incomes of \$65K or more.
- No friends or persons who reside in the same building.
- AGE: Ensure representation of younger respondents (under 35 years of age) as well as older respondents (35 and older).

GROUP LOCATION:

Corey, Canapary & Galanis Research
447 Sutter Street, Penthouse North
San Francisco, CA 94108

mtc tod grps screening qst v2.doc

Recruiter: _____

Date: _____

Corey, Canapary & Galanis Screening Questionnaire
Focus Group Interview for MTC Planning Project

IF QUALIFIED, RECRUIT:

Name: _____ Home Phone: (____) _____
 Work Phone: (____) _____
 Home Address: _____ Cell Phone: (____) _____
 Email Address: _____
 _____ Zip Code: _____

Source: _____

Recruited for: ☐ Group #3: Tuesday, Jan 29, 2008 (6:30 pm – 8:30 pm)

Hello, I'm _____ with Corey Research. We are recruiting people who have recently moved, or are planning on moving, in the Bay Area. The groups are being conducted for the Metropolitan Transportation Commission (MTC) to help this agency better plan housing and promote transit in our area. The groups will be held professional facility located in downtown San Francisco.

(If necessary, explain that the group will be made up of 8-10 respondents, be led by an experienced moderator and last about two hours. Participants will be given \$100 [**\$150 if South Bay**] in cash as “token thanks” for participation. Respondents must have moved within the past three years or plan on moving within the next year).

[If respondent is available and seems interested, continue with the questions]

Let me ask you a few of questions to see if you fit the general profile we are looking for.

1. Have you moved within the past three years, or are you planning to move in the next year?

- ☐ Yes, have moved within the past three years (*Movers*)
☐ Yes, plan on moving in the next year (*Potential Movers*)
☐ No (thank and discontinue)
☐ Don't know (thank and discontinue)

MOVERS (*Ask Movers Questions 2a – 2d*)

2a. Do you own or rent your current home?

- ☐ Own
☐ Rent

2a-1. Is this a single family home or a multi-unit building?

- ☐ Single Family Home
☐ Multi-unit building
☐ Other (specify) _____

2b. When did you move into your current home?

- ☐ Within the past 3 months
- ☐ 3 – 6 months ago
- ☐ 6 months – 1 year ago
- ☐ 1 – 2 years ago
- ☐ 2 – 3 years ago
- ☐ More than 3 years ago (thank and discontinue)

2c. How involved were you in the decision on where to move? (Read List)

- ☐ Very Involved
- ☐ Somewhat Involved
- ☐ Not Involved at All (thank and discontinue)

2d. Where did you move from?

City: _____ State: _____

POTENTIAL MOVERS (Ask Potential Movers Questions 3a – 3e)

3a. Do you plan on buying (owning) or renting your next home?

- ☐ Buy/Own
- ☐ Rent
- ☐ Other (specify) _____

3b. When do you plan on moving?

- ☐ Within the next 3 months
- ☐ 3 – 6 months from now
- ☐ 6 months – 1 year ago from now
- ☐ More than 1 year from now (thank and discontinue)

3c. How involved will you be in the decision on where to move? (Read List)

- ☐ Very Involved
- ☐ Somewhat Involved
- ☐ Not Involved at All (thank and discontinue)

3d. Where do you plan on moving?

City: _____ State: _____

(Recruiter Note: If plan on moving out of the 9-county Bay Area, thank and discontinue)

3e. Do you own or rent your current home?

- ☐ Own
- ☐ Rent
- ☐ Other (specify) _____

Now a few final questions for classification purposes...

A. What is your exact age? _____

B-1. What is your current occupation? _____
Not working: []

B-2. What is the occupation of your spouse or partner? _____
No spouse/partner – No working spouse/partner []

B-3. Do you or anyone in your immediate household happen to work with a marketing research firm or a transit agency of any kind?

- ☐ Yes > *(thank and discontinue)*
☐ No
-

C. What is your racial or ethnic background?

- | | |
|---|---|
| <input type="checkbox"/> Caucasian/White | <input type="checkbox"/> Asian / Pacific Islander |
| <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> Black / African American |
| <input type="checkbox"/> Native American/Eskimo | <input type="checkbox"/> Other: _____(specify) |
-

D. For statistical purposes, what is your approximate total household income before taxes?

- | | |
|--|---|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> \$85,001 - \$100,000 |
| <input type="checkbox"/> \$25,001 - \$45,000 | <input type="checkbox"/> \$100,001 – 150,000 |
| <input type="checkbox"/> \$45,001 - \$65,000 | <input type="checkbox"/> Over \$150,000 |
| <input type="checkbox"/> \$65,001 - \$85,000 | <input type="checkbox"/> Refused |
-

E. How many people in total live in your home (house/apartment)?
 _____ (write in number)

F. Do you have children under 18, presently living in your home (house/apartment)? ☐ Yes
☐ No

G. Have you ever participated in a focus group discussion? ☐ Yes
☐ No

(If YES, Ask):

G-1. When was the last time you participated in a focus group discussion? ☐ Within six months (terminate)
☐ Over six months ago

G-2. Have you ever participated in a group discussion of this type on housing or transit issues? ☐ Yes*
☐ No

* If YES, get specifics (subject and approximate date), terminate unless a very long time ago.

If recruited, fill out information on front page.

RECRUITER GUIDELINES/TARGETS TO SHOOT FOR (pertain to both groups):

- Line up 12 for a show of 8 to 10.
- Incentive is \$100 in cash for most participants.
- If participant is from Milpitas, Union City, Newark, Sunnyvale, San Jose, or any community equally or further south, incentive is \$150, to provide for the additional travel time.
- Try for about half men and half women in each group.
- REGION: All respondents must live in the Bay Area (Movers) or plan to move somewhere in the Bay Area (Potential Movers).
- TIMING OF MOVE: Get a mix of those who have moved recently (within the past year) and those who have moved a longer time ago (1 – 3 years). For those planning to move, try for respondents who are actively in the market for a new home or apartment.
- OWN/RENT: Ensure a mix of owners and renters in each group. Try for about half owners and half renters.
- INCOME: Target a spread of income ranges in each group. Most should have household incomes of \$65K or more.
- No friends or persons who reside in the same building.
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GROUP LOCATION:

Corey, Canapary & Galanis Research
447 Sutter Street, Penthouse North
San Francisco, CA 94108

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Group #: 1**Focus Groups - Recent/Planning to Move****Date: November 8, 2007 -- Thursday****Time: 6:00pm - 8:00pm**

#	Moved or Planning to Move	When moved/ planning to move?	City (if moved); or City moving to (if planning)	Gender	Race	Age	Income	Own/Rent (or whether plan to own/rent)	Type of home (if moved)	# in H H	# Kids	Occupation
1	Moved	1-2 years ago	San Francisco	F	Asian	37	\$45,001-\$65,000	Rent	Duplex	2	0	Student (Record promoter)
2	Moved	6 months-1 year ago	San Francisco	F	White	24	\$100,001-\$150,000	Own	Multi	2	0	Marketing/arch. Firm
3	Planning	Next 6-12 months	San Francisco	M	White	72	\$45,001-\$65,000	Rent		2	0	Retired (partner is social worker)
4	Planning	Next 3-6 mos	San Bruno	F	Hispanic	36	\$45,001-\$65,000	Rent		3	2	Dental assistant
5	Moved	6 months-1 year ago	Oakland-Berkeley border	M	White	36	Over \$150,000	Own	SFH	2	0	Building contractor
6	Planning	Next 0-3 mos	San Leandro, Hayward, Oakland	F	Black	30	\$65,001-\$85,000	Not sure - open to either		5	3	Health educator
7	Moved	6 months-1 year ago	San Francisco	F	White	36	\$85,001-\$100,000	Own	Duplex	3	0	Grad student/ union organizer
8	Moved	3-6 months ago	Fremont	M	Asian	38	\$100,001-\$150,000	Own	SFH	2	0	Engineer
9	Planning	Next 6-12 months	San Mateo/Belmont	M	White	55	\$85,001-\$100,000	Own		1	0	Business manager
10	Moved	Less than 3 months ago	San Francisco	M	White	24	\$65,001-\$85,000	Rent	Duplex/ Triplex (flat in house)	1	0	Sales director
11	Planning	Next 0-3 mos	San Bruno/SF	F	White	23	\$100,001-\$150,000	Rent		2	0	Merchandising planner
12	Planning	Next 0-3 mos	El Cerrito/Vallejo	M	Black	47	\$45,001-\$65,000	Own		3	1	Phys. Ed teacher
13	Moved	2-3 years ago	Lafayette	F	White/Other (Middle Eastern)	34	Over \$150,000	Own	SFH	4	2	CPA

Group #: 2**Focus Groups - Recent/Planning to Move****Date: November 13, 2007 -- Tuesday****Time: 6:00pm - 8:00pm**

#	Moved or Planning to Move	When moved or planning to move?	City (if moved); or City moving to (if planning)	Gender	Race	Age	Income	Own/Rent (or plan to)	Type of home (if moved)	# in HH	# Kids	Occupation
1	Moved	6-12 months ago	Daly City	M	White	42	Over \$150,000	Rent	SFH	2	0	IT Consultant
2	Moved	2-3 years ago	San Francisco	F	White	35	Over \$150,000	Own	Duplex	4	2	Freelance writer
3	Moved	1-2 years ago	Mill Valley	F	Other (Syrian)	57	\$85,001-\$100,000	Own	SFH	3	0	Loan agent
4	Planning	Next 3-6 months	From San Ramon to San Francisco	M	Asian	44	Over \$150,000	Own		5	2	Director of sales/hotel
5	Moved	Less than 3 months ago	Pleasanton	F	White	39	\$65,001-\$85,000	Own	SFH	4	2	Telecom worker
6	Planning	Next 6-12 months	Not sure where in Bay Area; currently in Millbrae	M	White	56	\$45,001-\$65,000	Own		2	0	Teacher
7	Planning	Next 6-12 months	San Francisco	M	White	40	\$65,001-\$85,000	Rent		3	1	Teacher (university)
8	Moved	Less than 3 months ago	Alameda	F	Black	23	\$100,001-\$150,000	Rent	Multi	2	0	Financial analyst
9	Moved	Less than 3 months ago	San Francisco	F	Hispanic	23	\$45,001-\$65,000	Rent	Multi	1	0	Junior manager
10	Planning	Next 6-12 months	From and to Walnut Creek	F	White	26	\$45,001-\$65,000	Rent		1	0	Insurance underwriter
11	Moved	6-12 months ago	San Mateo	M	Hispanic	30	\$85,001-\$100,000	Rent	SFH	3	1	Union organizer
12	Moved	Less than 3 months ago	Oakland	F	Black	33	Over \$150,000	Own	SFH	2	0	Finances services manager

Group #: 3**Focus Groups - Recent/Planning to Move****Date: January 29, 2008 -- Tuesday****Time: 6:30pm - 8:30pm**

#	Moved or Planning to Move	When moved/ planning to move?	City (if moved); or City moving to (if planning)	Gender	Race	Age	Income	Own/Rent (or plan to own/rent)	Type of home (if moved)	# in HH	# Kids	Occupation
1	Planning	Next 3-6 months	From Milpitas to Campbell/Los Gatos	M	White	29	\$25,000-\$45,000	Rent		3	0	Sales rep/tech industry
2	Moved	3-6 months ago	Hayward	F	Black	26	\$25,001-\$45,000	Rent	Multi-unit bldg	2	1	Dental assistant
3	Planning	Next 3-6 months	From Santa Clara to Mountain View	F	Asian	39	\$45,001-\$65,000	Own		1	0	Regulatory Info Coordinator/Biotech
4	Planning	Next 0-3 months	From Pinole/San Pablo to San Francisco	F	White	53	\$100,001-\$150,000	Own		1	0	Real estate agent
5	Moved and Planning to Move	1-2 years ago; next 6-12 mos	moved to Campbell; w/move to San Jose	M	Asian	41	\$25,001-\$45,000	Rent	SFH	2	0	Investment adviser
6	Moved	3-6 months ago	Castro Valley	F	Black	21	\$45,001-\$65,000	Rent	Multi-unit bldg	1	0	Retail management
7	Planning	Next 0-3 months	Berkeley (or Oakland, Albany)	F	White	51	\$45,001-\$65,000	Rent		1	0	Admin/office services
8	Moved	1-2 years ago	From Sacramento to San Francisco	M	White	24	\$45,001-\$65,000	Rent	Multi-unit bldg	2	0	Operations specialist (HR)
9	Moved	2-3 years ago	Oakland	M	White	48	\$65,001-\$85,000	Rent	Multi-unit bldg	1	0	Claims specialist
10	Moved	6-12 months ago	From Menlo Park to Mountain View	F	White	50	\$25,000-\$45,000	Own	TH	1	0	Professional organizer
11	Moved	Within past 3 months	Fremont	F	White	35	Over \$150,000	Rent	SFH	4	2	Stay-at-home Mom; husband is construction supervisor
12	Moved	0-3 months ago	From Hayward to Castro Valley	F	White	47	\$100,001-\$150,000	Rent	SFH	5	0	Sales consultant; has kids 18+ (young adult/college age)
13	Moved	3-6 months ago	From Bristol, VT to Oakland, CA	M	White	43	\$100,001-\$150,000	Own	SFH	2	0	Non-profit services coord.